

# SHOES & ACCESSORIES

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www.shoesandaccessories.in

TRENDS  
MARKETING  
RETAILING

## Industry Speak

CELA : Rafique Malik  
CELA : Adesh Gupta

## Trade Events

2<sup>nd</sup> Edition of Designers Fair  
HLF2017, Chennai: A resounding success  
Talents at Designers Fair '17

## Interview

NARESH BHASIN: We have  
Exceedingly Succeeded

## Market Trends | Retail

DIGITALorDIE: The Choice for  
Luxury Brands

## Brand Watch

DRISH: Filling in a Huge Void  
ONLY TWO FEET: Shoes of Pure Love

## Events

AWARENESS: Because we care  
MEDUSA: The Big fashion party

## Style File

TRAILBLAZERS

Inside: Red Carpet

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# Editor's Letter

*About a decade ago the general view was that most Indians would not buy online, and they would not transact online. Today people are saying online companies have spent too much money on marketing, they are bloated, and they focused on the wrong metrics.*

*High costs and muddled strategies are real issues the online retailers are grappling with. In 2006, online retail was a ₹850 crore industry. By the end of 2016, e-tailing was expected to be an over ₹72,000 crore industry. That's 85 times growth in a decade.*

*It is true that major online retailers have spent millions of dollars on marketing, on discounts, and on hiring hundreds of employees who were not really needed. Faced with cash crunch, they are laying off hundreds of employees and trying to tighten their belts.*

*Meanwhile, India is finding it difficult to reach consensus on a domestic e-commerce policy to effectively respond to a proposal of multilateral discipline in e-commerce as various government departments have contradictory views on the matter.*

*Despite the gloomy news and the failure of one of the major players, the industry looks robust and there is room for hope and growth.*

*As per MindShift Interactive, more than 60% of marketers believe that social commerce will be the fastest growing trend in 2017. Leading social networks like Facebook, Twitter, Instagram and Pinterest have introduced different e-commerce features to help their users take advantage of this trend.*

**AMITABH TANEJA**  
Editor-in-Chief



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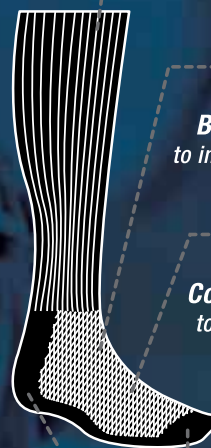
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# CONTENTS

MARCH 2017



**34** INDUSTRY SPEAK / CFLA: RAFIQUE MALIK



**78** THE SHOOT / EXPRESSIONS

**114**  
INSPIRING & ASPIRING  
PARULL MAHAJAN



**44** INTVIEW / NARESH BHASIN

- 10) THE MONTH THAT WAS | UPDATES  
INDIA | INTERNATIONAL
- 24) PRODUCT WATCH | LAUNCH TRENDS  
SEASONAL NEW | WHAT'S COOL!
- 26) ACCESSORIES | LAUNCH TRENDS  
BEYOND ORDINARY | PERFECTING BEAUTY
- 28) BRAND WATCH | DRISH  
FILLING IN A HUGE VOID
- 34) INDUSTRY SPEAK | CFLA: RAFIQUE MALIK  
CFLA: CREATING A UNIFIED BODY OF FRAGMENTED  
ASSOCIATIONS
- 38) TRADE EVENT | DESIGNERS FAIR  
2ND EDITION OF DESIGNERS FAIR
- 44) INTERVIEW | NARESH BHASIN  
WE HAVE EXCEEDINGLY SUCCEEDED
- 48) TRADE EVENT | DESIGNER'S PROFILES  
TALENTS AT DESIGNERS FAIR '17
- 66) MARKET TRENDS | RETAIL  
DIGITALORDIE: THE CHOICE FOR  
LUXURY BRANDS
- 74) INDUSTRY SPEAK | CFLA: ADESH GUPTA  
"WE'VE TALKED THE TALK, NOW WE HAVE TO WALK  
THE TALK." - ADESH GUPTA
- 78) THE SHOOT | EXPRESSIONS  
HELLO SUMMMER
- 90) BRAND WATCH | ONLY TWO FEET  
SHOES OF PURE LOVE
- 94) EMBROIDERED BRAND | RUNGG  
VISIBLY COLOURFUL
- 98) EVENT | AWARENESS  
BECAUSE WE CARE
- 100) EVENT | MEDUSA  
THE BIG FASHION PARTY
- 102) TRADE EVENT | IILF  
IILF 2017, CHENNAI-A RESOUNDING SUCCESS
- 108) STYLE FILE | TRAILBLAZERS  
INSIDE RED-CARPET
- 114) INSPIRING & ASPIRING | PARULL MAHAJAN  
AN INSTITUTION IN HERSELF
- 116) THOUGHTS  
QUOTE - UNQUOTE

## Ad Index

<b>Woodland</b>
Inside Front Cover
<b>Lee Cooper</b>
Inside Back Cover
<b>Alberto Torresi</b>
Back Cover

Brand	Pg. No.	Brand	Pg. No.
Liberty	3	Valentino	31
Hidesign	5	Zazba (Flag)	33
Bonjour	7	Hevit London	37
Regal	9	S&A	41
Swansind	13	Duke (Flag)	43
Albester	15	I-Pad	47
GNX Footwear	17	ISAF (Flag)	61
Venturini	19	Leather World	73
Inc.5	21	CFLA	77
Egoss	23	Subscription	107





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## Hevit London pumps up dealership base



(L-R: Nandini, Gurjot Singh & Opinder Singh)

Hevit London has a bigger dealership footprint than that of its top 2 competitors. Understandably, Hevit is also the most aggressive in terms of outlet expansion as well. The company — which added 100 outlets this winter — is planning to add around 500 outlets in the current fiscal.

Hevit executive director, marketing and sales Gurjot Singh said, "In this financial year we plan to add around 500 plus outlets to the hevit network across the country. Our dealer network ensures our product reaches among numerous customers." Within the next 2 financial years Hevit plans to increase its dealership many folds. Hevit has added

more than double outlets compared to many of its competitors in the last fiscal. He added, "Ms. Nandani, HL New Zealand, has played the most significant role in bring the brand to India. We highly appreciate her valuable contribution towards launching and successfully placing brand HEVIT London in India."

"A distribution channel is critical particularly for a country like India which has an enormous geographical spread. So the expanse of one's network is a critical aspect for a brand and its reach particularly in metros and tier 2 pockets as it would help the brand establish its market leadership," said Opinder Singh, Managing Director, JapJee Group.

## SWANS Ind Brings the Art of Elegance

Chennai-based Swans Ind hits a high footnote with exciting inspirations which are exotic, elegant and expressive. Offering a spectrum of footwear, Swans Ind has structured an online module to make it easy for customers to choose from a versatile range of flats, sandals, wedges, ballerina, heels, bridal/festival and many more styles.

The brand offers exotic styles for all seasons and occasions. Vibrant and exciting, the brand caters to a vast segment of women with refreshing colors, designs, textures and finish.

Established in the year 2016 with passion and fine craftsmanship, Swans Ind aims to bring out the elite in every Indian women with unique and up-to-date fashion with high quality genuine leather products.



## DUKE Launches Canvas Shoes Collection

Duke Fashions has launched extensive collection of Duke Canvas Shoes. The collection is suitable for weekends as they are high on style and give comfort to wearer, claims the brand.

The shoes are made of unique heavy cotton fabrics, a mixed colors pattern created on cotton fabric. The Insole and outsole of these shoes are rubber. The shoes are non-slip, wear-resistance, optimum finishing, light in weight, easy to clean, and highly comfortable.

Duke claims that its styles incorporate smart comfort and design features like vulcanized construction to bond the upper and outsole, padded tongues and collars. The collection has a loving, detailed branding. The whole collection revolves around several interesting concepts and promises to offer a global fashion statement and can be worn either to work and casually, a statement says.

Kuntal Raj Jain, Director Duke Fashions says, "With the needs of the fashion industry changing constantly, we are always looking towards the product that can deliver a high degree of style and quality. We work to develop quality that challenge industry standards in sustainability, performance and feel. The way we do business is a way of redefining what business can mean and the effect it can have."



The range is available at selected Duke Stores, MBO's and online and is priced between ₹499- to ₹1499.

It may be recalled that Duke Fashions has been conferred with 'Make in India -National Productivity & Innovation Award'; President award; Two national awards i.e Excellent Quality Readymade Garments and Outstanding Entrepreneurship, crowned with Indian Power Brand at Power Brand Glam 2013 held at Las Vegas, USA. Duke has got this award for its innovation, product quality, most preferred apparel brand and inspirational leadership who has shaped and continue to shape India's destiny."

The brand's products are retailed at over 4000 multi-brand outlets and over 360 exclusive stores across major cities in India.



## Craftsvilla, Yepme follow Snapdeal, sack staff

Online ethnic fashion portal Craftsvilla is downsizing its operations. The company is understood to have let go of close to 100 people mainly from the merchandise and technology departments. In FY16, Craftsvilla Handicrafts reported net sales of ₹37 crore and a loss of ₹119 crore. Another player in the fashion and lifestyle segment — Yepme — run by Vas Data Services has confirmed laying off 30 people.

Sandeep Sharma, co-founder of Yepme, was quoted that the firm has outsourced both warehousing and quality control to third-party agents. "Consequently, about 30 people involved in the operations have been asked to go."

Yepme typically sells fashion apparel and accessories under its own brand. In 2015-16, the company reported revenues of ₹130 crore and a loss of ₹96 crore. The management expects the business to be profitable at an operating level by April this year.

According to reliable reports, classifieds player Quikr, payments wallet FreeCharge and logistics player Vulcan have been pruning their operations, as a result of which employees have been asked to go.

Evaluating niche players like Craftsvilla, an industry expert pointed out that Craftsvilla had performed well on the supply side by introducing ethnic wear but was unable to create demand. "It lost out on the market



share to larger horizontal players such as Flipkart and Amazon and that drove up the customer acquisition costs for the company substantially," he said.

## Snapdeal to cut monthly salary bill by 60%



E-commerce firm Snapdeal — which started laying off employees this month as part of its retrenching exercise — plans to reduce its monthly salary outgo to ₹20 crore from about ₹48 crore. The retrenchment could see over

2,500 of 4,300-odd employees losing their jobs. A majority of the people who are being let go include senior directors, directors and manager level employees. "Every team head has been asked to downsize his team by 40-50 percent. The aim is to become unit economics positive by March," said a source. Senior executives have also been asked to volunteer for pay cuts, one of the people mentioned above said. Since its inception in 2010, the e-commerce firm has raised \$ 1.75 billion from investors such as SoftBank, Kalaari Capital, Temasek, Alibaba Group, eBay and others.

Following SoftBank's deferral of funds, Snapdeal is putting in place cost-cutting measures including lay offs. In an email sent to the employees, founders Kunal Bahl and Rohit Bansal said they will take 100 percent salary cut in order to drive Snapdeal towards a profitable growth. In an emailed response to Moneycontrol's questionnaire, a Snapdeal spokesperson said: "Several reports about job cuts at Snapdeal present an exaggerated estimate of impact at Snapdeal and are largely speculative in nature. They portray a distorted interpretation of our on-going efforts in pursuit of our well-established goals of efficiency, experience and growth." "As in the past, and like all good companies do, we continue to assess resource allocation in furtherance of our goals of enhancing customer and seller experience while driving high-quality growth".

## India a \$600 billion market but not big enough

For two decades now, Indian retailers have been missing from Deloitte's annual "Global Powers of Retailing" ranking that measures global retailers by their turnover and presence in foreign markets. The list that tracks 250 of the world's largest companies across food, grocery, apparel, household goods, and footwear retail also captures evolving consumer trends.

American retailers such as Wal-Mart Stores, Costco Wholesale, and The Kroger top Deloitte's "Global Powers of Retailing 2017" ranking by turnover, followed by Japanese and German companies. In all, revenue for the top 250 retailers studied by Deloitte totaled over \$4.3 trillion in financial year 2015. The findings of the report were released late last month.

But organised retailers, who form only 10% of India's \$600 billion retail industry, are still only catching up.

While India's bulging population and demographics — the country has one of the youngest populations globally — make it an attractive market, the country's spending power is still low, making it hard

to generate sizable revenue fast enough.

"The number of people who shop in India and the amount they shop is high, but not in relative terms,

said Anil Talreja, partner, Deloitte India. "If you compare that amount to the earning capacity and standard of living of consumers in others western countries in absolute terms, India is still low."

India is still a lower-middle-income country going by the World Bank's definition. In 2016, its GDP per capita was estimated at \$6,700, while that of China's was \$15,400 and the US' \$57,300.

Talreja explains that if a household spends ₹10,000, approximately \$150, during a shopping spree, it is considered very high here. However, in dollar terms, it is still low. India, he said, is still a value market where the number of products sold does not translate to high-value earnings.

The country is also a relatively new player in modern or organised retail. A bulk of India's retail trade still happens through neighbourhood grocery stores or local mom and pop shops.

So, Indian retail companies, which are mostly two-to-three decades old at the most, are still focusing on servicing the domestic market. That's also because India's economic growth surged only post-1991, making its companies late starters.

Most western markets have highly mature retail industries, with players such as Kroger of the US dating back to 1833. Some of these companies have a sprawling global presence. The world's largest retailer, Wal-Mart, which reported a turnover of \$482 billion in 2016, has been in business in the US since 1962 and in the overseas market since the 1990s.

In comparison, one of India's most popular departmental store chains, Shoppers Stop, first opened in Mumbai in 1991, and the Kishore Biyani-owned Big Bazaar was launched in 2001.



**Myntra to manage Mango in India; curate 25 retail stores**



Myntra said it has bagged a master distribution and management rights for Spanish fashion brand Mango in India.

This is the first time that an e-commerce player will manage the omni-channel strategy for a global fashion brand.

No financial details of the deal were disclosed.

As part of the arrangement, Myntra will curate and facilitate setting up 25 Mango stores and list the brand exclusively on Myntra and Jabong platforms over the next five years.

Mango has been working with Myntra since 2014, when the apparel brand listed on Myntra.

"We have seen 100 per cent growth in business on Myntra platform in the last 3 years and that has given us the confidence

for this partnership," Mango Vice-Chairman and Member of the Board of Directors Daniel Lopez said.

He added that India does not feature among the company's top markets as of now but this partnership will help change that.

"We will be responsible for managing Mango's omni-channel presence including Mango.com, offline stores in the country (8 of them currently) as well as adding new stores through sub-franchising. We will take the number of stores to 25 and these will be across the top cities in the country," Myntra CEO Ananth Narayanan said.

He added that the company expects to help grow Mangos India business 3X over the next 5 years.

"Right now, Mango has about 20 per cent of its global product portfolio in India. This partnership will help Mango bring 100 per cent of its product lines -- including mens and kids wear to the Indian market," he said.

Mango has a network of 2,200 stores in 110 countries. The company, which owns the MANGO Woman, Man, Kids and Violeta (plus size) lines, closed 2015 with sales of 2.3 billion euros, up 15 per cent from the previous year.

**'Omni-channel to fuel modern retail'**

Knight Frank India in association with the Retailers Association of India (RAI) recently launched the third edition of its flagship report on the retail sector – 'Think India. Think Connected Retail'. The report tracks the evolution of India's modern retail market in the top six cities in India viz. Mumbai, NCR, Bengaluru, Chennai, Hyderabad and Pune as companies explore the next frontier of Omni-channel retail in a bid to survive and conquer one of the largest consumption markets in the world. The report also contains case studies on the marketing strategies of some of the leading brands such as Shoppers Stop, Bestseller, H&M, Pepperfry, GAP and Woodland.

Kumar Rajagopalan, CEO, Retailers Association of India, said, "The RAI Knight Frank report – is an attempt to showcase the current scenario for omni-channel retail in India and chart the way forward. I am sure that retailers and various stakeholders to retail industry will find value in it."

Dr. Samantak Das, Chief Economist and Director of Research, Knight Frank India, said, "The size of modern retail in the top six markets of the country is INR 871 bn and this is projected to reach INR 1,718 bn by 2019. Largely driven by online retailing, the penetration of modern retail will also witness a substantial increase, from the current 19% to 24% in the next three years. Modern retail in India is at the cusp of unlocking new frontiers. With the advancement of technology and its increasing usage by consumers and retailers, shopping options in present times is not restricted to physical stores anymore. We have stepped into an era where both e-tailing and brick-and mortar have been seamlessly integrated to create a satisfying shopping experience. From the retailers' perspective, the potential for modern retail can be further unlocked by adopting omni-channel strategies, where brands would deploy offline and online stores to effortlessly service the consumer."

Aditya Sachdeva, Director – Retail, Knight Frank India, said, "The concept of shopping has undergone a tremendous change in terms of retail format and consumer buying behaviour thereby bringing in a new era of modern retail across the country. With the boundaries between offline and online stores blurring, omni-channel retailing is an idea whose time has come. Emergence of technology, increasing use of plastic money and mobile wallets supported by the recent initiatives, such as the FDI retail policy and state-level retail policies, where the government is taking up the role of a facilitator to create an environment conducive to the retail business, are steps in the right direction. Customer awareness leads to higher expectations, thus innovation and collaborative working among leading players will be the key to successful omni-channel retail in India."



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## Allow small shops to open all days: Assocham



Noting that large shopping malls remain open through the week, the Associated Chambers of Commerce and Industry of India said small traders should also be permitted to similarly keep their shops and outlets open.

“Only Rajasthan has so far initiated an exercise for bringing in legislative provisions in sync with the model (Shops and Establishments) Bill proposed by the Centre over a year ago,” an Assocham statement said.

“The state has begun work on bringing amendments in the Rajasthan Shops and Commercial Establishments Act, 1958, to permit small traders to keep their shops and retail outlets open throughout the week,” it added.

“While the Labour and Employment Minister and other senior officers have written to the states for adoption of the model bill, the states too need to realise importance of the measure for promoting retail trade which is the largest sector employer in the country,” Secretary General D.S. Rawat said.

The industry body also said the interests of the workers employed in the shops and small outlets should be protected and they should not be made to work in double shifts without additional benefits.

“Besides, safety and security of the staff working late hours, particularly women, should be ensured,” it said.

According to Assocham, the measure would boost the traditional bazaars, helping them modernise their systems of stocking and sale.

“Moreover, getting them into the formal sector would be a great booster to the economy,” it said.

### Paytm e-commerce launches Paytm Mall

Paytm e-commerce has launched its new Paytm Mall app on Android. Consumers will now be able to shop from 1.4 Lakh sellers for millions of products across categories.

Paytm Mall will offer a unique combination of the Mall and Bazaar concepts to Indian consumers. Only trusted sellers passing strict quality guidelines and qualification criteria will be allowed on the ‘Mall’. All products listed on the mall will also go through Paytm certified warehouse and shipping channels ensuring guaranteed consumer trust.

The Bazaar will also be featured on a new app. It will aim at providing consumers the widest domestic and international assortment. With over 17 fulfillment centers across India, Paytm Mall is geared towards offering consumers the most trusted and efficient online shopping experience. The platform would also offer sellers the widest reach through its vast network of over 40 courier partners.

Speaking at the launch, Vice President, Paytm, Saurabh Vashishtha said, “In our journey to become the preferred e-commerce

platform for Indians, the launch of the Paytm Mall app is an important step as it connects consumers with trusted sellers. Through Paytm Mall, our aim is to offer consumers the most trusted shopping experience. We have defined quality criteria for sellers and are building strict controls over warehousing and shipping for products sold on Paytm Mall. Consumers would continue to get the largest assortment of domestic and international products through Paytm Bazaar, which will also be featured on the new app.”

The Paytm Mall will also launch an ungraded version of the simple and intuitive Paytm Seller app. A big hit within the country’s merchant community, the latest version will be available in seven regional languages and would allow anyone with a smartphone to set up an online shop on Paytm Mall.

### Paytm Offers Jobs to Employees Sacked by Snapdeal and Stayzilla



With hundreds of employees being laid off by companies such as Snapdeal and Stayzilla, rival e-commerce firm Paytm is offering generous job offers to the staffers.

Paytm founder and CEO Vijay Shekhar Sharma tweeted: “Hello, Tech/Product people in Delhi NCR, feeling heat of business restructuring? We welcome you @Paytm and @Paytm-Mall with open arms.”

It may be noted that last week Softbank-backed e-commerce firm Snapdeal announced laying off 500-600 employees across verticals while homestay-booking platform Stayzilla shut shop.

Similarly, the Chennai-based online hotel room aggregator Stayzilla also decided to wrap up operations because of intense competition in the market.

On the other hand, mobile wallet firm Paytm has seen a significant growth in business after the government’s move to demonetise high-denomination notes. The company, which is slated to launch its payments bank soon, is hiring aggressively across its areas.







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## Raf Simons' Adidas Ozweego Collaboration Is Out



Bulky, running-inspired sneakers with exaggerated midsoles are all the rage right now — just look at Balenciaga fall '17 or the upcoming Adidas Yeezy Runner for proof — and one of the original trendsetters of the style is back with a new design.

Designer Raf Simons' numerous Adidas Ozweego collaborations helped popularize the bulky look. The sneaker's latest manifestation is the Ozweego Bunny, which combines a black leather upper with a gum outsole.

Details are where the Raf Simons x Adidas Ozweego Bunny excels. The upper is embedded with jewel-like details and features text such as "FOLD GUSSET THIS SIDE ONLY" and "KEEP DOUBLE LACED TO HOLD FIRMLY," design traits reminiscent of Simons' fashion designs.

### HSN Collaborates With Disney for 'Beauty and the Beast'

As part of its seventh movie collaboration with the entertainment giant, HSN will feature an exclusive, limited-edition collection inspired by the new live-action adaptation of "Beauty and the Beast." The film, which was premiered in theaters on March 17, stars Emma Watson as Belle, Dan Stevens as the Beast, Luke Evans as Gaston and Emma Thompson as Mrs. Potts.

The collection spans fashion, accessories, beauty, home and garden, with retail prices ranging from \$15 to \$800. Within the assortment, shoe lovers will find rose ornamental heels by Ruthie Davis and Belle-inspired sandals and shoes by Vince Camuto. Other offerings include apparel pieces by Marla Wynn, handbags by Danielle Nicole and cosmetics accessories by "Ladies of London" makeup artist Luke Henderson.

HSN will kick off the partnership with the launch of a "Beauty and the Beast" digital storefront on HSN.com, where customers can preview the collection and learn more about the upcoming film.

"Disney's 'Beauty and the Beast' is filled with incredible visual themes that inspired our designers to create collections that capture the rich colors and characters in the film," said Bill Brand, president of HSN. "We are thrilled to excite our customers through this engaging entertainment event across our TV, digital and mobile platforms."



### Robeez Launches Line For Babies Learning to Walk



Popular footwear brand Robeez has debuted First Kicks, a collection designed specifically for babies learning to walk. The leather shoes, available in sizes 0 to 24 months, combine the comfy feel of the brand's popular Soft Soles styles with the fashionable, snuggler-fitting upper designs of its Mini Shoez line.

Priced at \$30 a pair, the First Kicks shoes also feature cushioned foam insoles, skid-resistant suede bottoms and an elasticized ankle design that makes them easier to take on and off. Offering tiny takes on the latest trends, the assortment includes styles such as sneakers, oxfords, booties, sandals, espadrilles, ballet flats and Mary Jane shoes. The collection is available now on the brand's website, Myrobee.com.

The brand recently unveiled a collection of everyday apparel essentials for babies. And last month, it began a new chapter when its longtime owner, Stride Rite, sold the brand to McCubbin Hosiery LLC. McCubbin, which had served as Robeez's U.S. and Canadian footwear licensee since 2013, also produces baby products under the Trumpette, Tretorn and Rosie Pope brands.

### Clarks Relaunches Most Popular Men's Styles From 1982

Clarks is taking a look back in time. The UK-based company has gone into its archives for the rerelease of its 1982 men's Nature IV style.

It's been redefined and redesigned for 2017 as a contemporary take on the brand's shoemaking history. The comfort casual features an anatomical last and lightweight knit upper and is now available nationwide. It retails for \$170 and comes in three colors.

The launch is accompanied by a global marketing campaign in key cities around the world that include London, Tokyo, Amsterdam, Dubai and Shanghai. It will include print advertising, retail window displays and social and digital partnerships.

"Nature has been immensely successful since it first launched in 1982, with its uniquely asymmetric design that follows the shape of the foot," said Tara McRae,

SVP of marketing and e-commerce for Clarks. "Building on the successful foundation of this heritage style, a modern and unexpected update has launched to introduce it to a new generation of consumers."

According to McRae, Nature will continue to evolve over the coming seasons, with a boot to be added for fall 2017 in addition to a series of companion women's styles.





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### Kohl's Profits up, But Shoppers Continue to Ditch

Despite stiff online competition and waning consumer interest in department store wares, Kohl's Corp. has posted better-than-expected fourth-quarter profits, which were boosted by higher margins.

Still, the impact of a sluggish holiday season and ongoing consumer shifts showed up in the company's Q4 sales results.

Kohl's said its sales slipped 3 percent — for the fourth consecutive quarter — to \$6.2 billion, but were roughly in line with Wall Street's bets. Comps also declined 2.2 percent in the quarter, slightly worse than expectations for a comp deceleration of 2.1 percent.

Profit in the fourth quarter slid 15 percent, to \$252 million, or \$1.44 per diluted share, but topped forecasts for diluted earnings per share of \$1.33.

Kohl's chairman, president and CEO Kevin Mansell said the department store's "weak" Q4 sales results were driven by declines in brick-and-mortar traffic, but were slightly offset by strength in online demand.

"We saw improvement in merchandise margin, and our team continued to manage inventory and expenses extremely well," Mansell said. "In 2017, we will accelerate

our focus on becoming the destination for active and wellness with the launch of Under Armour in early March. We will also extend our efforts on improving our speed to market across all of our proprietary brands into all apparel areas and home."

When Kohl's announced its Under Armour deal last July, the news boosted analyst and investment sentiment as experts viewed the current strength in athletic as a potential boon to Kohl's business.

Looking ahead, the company expects earnings per diluted share of \$3.50 to \$3.80 for fiscal 2017. Sales are expected in the range of down 1.3 percent to up 0.7 percent. Comps are predicted to be flat to down 2 percent.



### Timberland and Grungy Gentleman Collaborate on a Men's Shoe Line

Timberland and men's lifestyle brand Grungy Gentleman have joined forces for a spring footwear collaboration.

Known for its six-stripe design insignia, Grungy Gentleman is collaborating with Timberland for an update of Timberland's premium 6-inch boot, available in both classic wheat and black nubuck, in addition to a sporty take on Timberland's Killington oxford.

"Timberland is the most iconic boot company in the world – I have been wearing

Timberland product since childhood and continue to do so today," said Jace Lipstein, founder and designer of Grungy Gentleman. "Being able to work with such iconic silhouettes mainly the 6-inch boot in black and wheat nubuck is a dream come true. Applying our six-stripe signature to the collar of the 6-inch boot is a fresh take on a classic. The ice soles are the showstopper feature of the boot. Pushing boundaries and the willingness to create is something we pride ourselves on

at Grungy Gentleman, therefore creating the Killington sneaker with Timberland is our take on athletic luxury for footwear. Using ripstop and a jersey block elevated our sneaker while maintaining the ethos of both brands. It created a classic Timberland shoe with a new Grungy Gentleman twist."

The 6-inch boots feature a translucent ice sole, while the oxford's white sole is updated with a speckle glow-in-the-dark design. All three shoes include Grungy Gentleman's six-stripe insignia.

The shoes made their debut during Grungy Gentleman's runway show in New York earlier this month. The collection is known for its mixture of athleisure-inspired style and sportswear aesthetics.

The styles are available at online.com and in Timberland stores. The 6-inch boots retail for \$240, while the oxford retails for \$110.



### Spike Lee Delivers Powerful Anti-Trump Message With Air Jordans



Filmmaker Spike Lee has never been one to hold back his political views, but his latest statement may be his boldest.

Lee shared on Instagram a pair of customized "Black History Month" Air Jordan 1s with the phrases "Repel Agent Orange" across one shoe and "Resist" across the other.

The custom Jordans were inspired by the nickname given to President Donald Trump by rapper Busta Rhymes while performing with A Tribe Called Quest at the Grammy Awards on Feb. 12.

"I just want to thank President Agent Orange for perpetuating all of the evil that you've been perpetuating throughout the United States. I want to thank President Agent Orange for your unsuccessful attempt at the Muslim ban," Busta Rhymes said.

The artwork on the sneakers was painted by Danielle Mastrion, who shared detailed images of the work on her Instagram page.

### Victoria Beckham Debuts New Shoe Collection



Known for her sinewy dressing, Victoria Beckham has her sights set on the shoe world. The designer showed two styles today from her first full-scale shoe collection on the runway for fall '17 at New York Fashion Week. The two styles, a sturdy covered wedge atop a tall boot in slouched leather and sharp matte patent pointed flats with chrome buckling, were done in what show notes described as a "gentleman's club" palette of oxblood, black, navy and white.

Given the fluid layers and louche menswear spirit of the collection, they were an elevated yet assertive finishing touch.



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## Under Armour's Kevin Plank Clarifies 'Pro-Trump' Comments

Under Armour founder and CEO has addressed the backlash he received after making several comments earlier this month that were deemed pro-Trump.

In an open letter, Plank said his statements during a CNBC interview — during which he referred to President Donald Trump as “a real asset” to businesses and a “highly passionate” person — did not accurately reflect his intent.

“I want to clarify to our hometown exactly the values for which Under Armour and I stand,” Plank writes.

Under Armour’s chief went on to say that his company is a supporter of equal rights, immigration and job creation in the U.S.

“We believe that immigration is a source of strength, diversity and innovation for global companies based in America like Under Armour,” Plank said, noting that the company will publicly oppose any new executive order against immigration. “And I personally believe that immigration is the foundation of our country’s exceptionalism.”

Plank also promised that the brand will take “other public positions on legislation around the country in support of the interests of our

teammates whenever policy conflicts with human rights.”

Still, the CEO’s public redress could be too little, too late, according to some.

In addition to shouldering public criticism from brand endorsers Stephen Curry and Misty Copeland, Under Armour has to contend with negative analyst commentary regarding the viability of its shares following Plank’s controversial statements.

Susquehanna Financial Group LLLP analyst Sam Poser slashed his estimates and price targets for the brand and advised investors to sell the firm’s stock today, citing Plank’s controversial commentary as well as ongoing issues with the sustainability of UA’s growth.

“The company is at an inflection point,” Poser writes. “The current valuation and sloppy management commentary in a polarized political environment when the company needs to attract a new demographic makes 20 percent annual revenue growth a thing of the past for the foreseeable future.”

Poser downgraded the firm’s shares from neutral to negative and lowered the price target from \$24 to \$14.

Under Armour had also released a statement last week in which the company sought to clarify its CEO’s political commentary, stating that its culture “has always been about optimism, teamwork and unity” and that it participates “in policy, not politics.”

“We have engaged with both the prior and the current administrations in advocating on business issues that we believe are in the best interests of our consumers, teammates and shareholders,” a spokesperson for Under Armour said. “We have always been committed to developing innovative ways to support and invest in American jobs and manufacturing.”



## Skechers Presents \$1.6M in Funds Raised to Support Children

Skechers celebrated the record-breaking success of its eighth annual Pier to Pier Friendship Walk with a check presentation ceremony of the \$1.6 million raised to support children with special needs and educational programs.

Brand ambassadors Brooke Burke-Charvet and Denise Austin, and Skechers president Michael Greenberg were among the presenters at the event held at Shade Hotel in Redondo Beach, Calif., where they highlighted the impact the program has had on the students around L.A.’s South Bay area.

The funds benefit six

education foundations (\$914,000) and the Friendship Foundation (\$434,000), an organization dedicated to facilitating meaningful relationships and friendships between teen volunteers and children with special needs through confidence-building activities.

Speaking before the crowd, Greenberg shared why the program takes on a special significance for him.

“When I was in elementary school in a suburb outside of Boston, there were children with special needs and they needed to go from class to class,” Greenberg began. “I

don’t know if it was the vice principal, but someone came in and asked the children in the class who would volunteer to assist these kids getting to the next class, and of course, my hand went up and I did it — and I made a lot of great friendships.”

Greenberg joked that he didn’t do it to get out of class. “These kids were really invisible shadows in schools, especially when I was growing up mainstream students would walk by them, they would not be acknowledged and eye contact was minimal — I wouldn’t accept that,” he continued. “Today, the Friendship Foundation is spread out across South Bay in many, many schools. It’s very, very cool for mainstream students to be involved with children with special needs and there have been friendships formed like none other.”

The brand also announced that its Skechers Foundation will expand a scholarship program awarding \$100,000 to high school students in the US.



## New Balance's Latest Sneakers Take You Back to '90s 'Beauty and the Beast'

New Balance is celebrating the upcoming release of the movie “Beauty and the Beast.” The brand launched a sneaker capsule collection this week for fans of the film, including three women’s styles and two for girls.

The package includes a slip-on inspired by the blue dress worn by Belle (played by Emma Watson). The style, featuring a strap with embroidered wildflowers, retails for \$99.95 at Newbalance.com.

There is also the Fresh Foam Zante V3, featuring purple hues, a velvet lining and a gold-embossed logo, as well as a Vazee Transform crosstraining shoe with a white lace mesh upper and gold-embossed details. The looks retail for \$119.95 and \$79.95, respectively.

The kids’ style, the 790V6, is available in blue and purple and priced at \$59.95. Plus, each look includes a Disney x New Balance branded tongue and sockliner.







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## Aldo's Founder's Son Takes Top Post

Aldo Group Inc. founder and executive chairman Aldo Bensadoun is shaking up the firm's top ranks. Amid tumultuous retail times, the Moroccan-Canadian businessman announced that he is placing the future of the footwear retail chain in the hands of his eldest son, David Bensadoun.

David Bensadoun will become Aldo's new CEO, replacing former VF Corp. executive Patrik Frisk, who has led the Montreal-based company since 2014.

David Bensadoun — who will report to newly appointed Aldo chairman Jurgen Schreiber — joined the company in 1995 as a project manager and rose through the ranks to his most recent role as president of Aldo Group North America.

"I'm enormously proud to pass the baton to David, who will continue the family legacy through his leadership of the company," Aldo Bensadoun said in a release. "To witness this transition is truly a dream come true for me. David's passion for the business combined with



his leadership abilities and unique vision give me every confidence in the future of our company."

In a statement, Aldo Bensadoun thanked former CEO Frisk — who will remain on board for several weeks to aid the transition — for his contributions to the company.

"Frisk has been instrumental in helping the Aldo Group reach new

heights as we continue to build our business and culture around the world," he said.

In addition to the CEO change and Schreiber's new appointment, Aldo also announced that Norman Jaskolka has been appointed deputy chairman. Jaskolka was previously president of Aldo Group International and will continue to oversee the firm's overseas operations.

## Aetrex Worldwide Acquires Sols Systems

Aetrex Worldwide, which focuses on comfort and wellness footwear and technology, has acquired Sols Systems Inc., a leader of medical and consumer grade 3-D printed orthotics and software used for the mass customization of footwear.

Sols, based in New York, was founded in 2013. It uses computer vision, computational geometry and biomechanics

to create 3-D models of an individual's anatomy based on photos from its imaging system, the first available on a smartphone. The 3-D models are then used to produce custom orthotic devices digitally manufactured on demand. The same technology is also used for the production of customized footwear.

"The acquisition of Sols is consistent with the Aetrex mandate of always providing the most authentic consumer benefits through state-of-the-art technology," said Aetrex CEO Larry Schwartz. "The integration of Sols technology into our footwear and orthotics businesses will allow Aetrex to offer unmatched customization and adjustability across our product lines."

Added Sols founder and CEO Kegan Schouwenburg, "After meeting the Aetrex team over a year ago, we quickly realized how their global footprint and decades of industry experience in orthotics and footwear could advance Sols' product growth and accelerate our mission of revolutionizing footwear in the coming years."



## Tod's To Scale Back Store Openings, Focus on Digital

Tod's Group said it will continue to scale back on store openings in 2017. Its chief financial officer Emilio Macellari said that Tod's plans to reduce the number of store openings to between nine and 13 new stores in 2017, versus a net number of 15 openings in 2016 and 25 in 2015. The group said it will close about four to six existing stores in 2017.

"Mainland China is finally rebounding compared to a very bad situation in the last couple of years," Macellari said. Earlier this year, the group said Hong Kong sales pulled down the rest of the Chinese market.

The Sant'Elpidio A Mare-based group, which is home to the Roger Vivier, Fay and Hogan brands, reported a decrease in net profit and margins for 2016 as a result of the purchase of the Roger Vivier brand in 2016 and a rise in labor costs, as the average number of employees rose to 4,514 in 2016, compared to 4,464 of 2015.

In a statement following the close of trading in Milan, where Tod's is listed, the company said net profit in 2016 was 86.3 million euros, or \$96.1 million versus 92.7 million euros, or \$101.22 million the year before.

The company said earnings before interest, taxes, depreciation and amortization also dipped, with an 18 percent margin on sales in 2016, compared to 19.5 percent margin on sales in 2015.

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In terms of revenues, Tod's SpA confirmed preliminary sales figures.

In the 12 months ended Dec. 31, sales fell 3.2 percent to one billion euros, or \$1.1 billion, compared with 1.03 billion euros, or \$1.14 billion, in the previous year due to a slowdown in tourism traffic.





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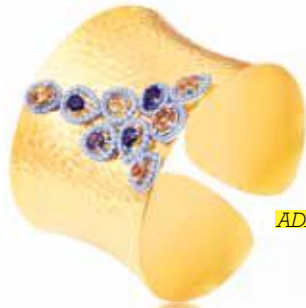
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# Filling in a Huge



Drish Shoes' primary business is manufacturing and exporting of leather and leather footwear and accessories. It decided to enter the Indian online retail space in 2015 with leather footwear for children. We feel there is a huge void in the children's footwear segment in India, says I.S PAUL, Chairperson and Co founder of the label.

## Idea of Drish

Drish Shoes is a 30-year old company. Its primary business is manufacture and export of leather and leather footwear and accessories. We decided to enter the Indian online retail space in 2015 with leather footwear for children. We feel there is a huge void in the children's footwear segment in India. No Indian footwear brand offers genuine leather, well-fitting footwear for children. We have been manufacturing children's shoes for more than 2 decades now for some of the well-known European brands. We wish to make available the same level of



# Void



quality and comfort in footwear to children in India as we do in Europe. Most of the foot problems that we face as adults arise from wearing incorrect footwear during childhood. This has been proven by several researches in Europe and USA. We wanted to heighten this awareness among parents in India through our website. Gradually we added men and women footwear as well as accessories to our product range, and entered the conventional brick-and-mortar retail space in May 2016 with our flagship store in Elante Mall, Chandigarh. Subsequently, 2 more stores have been opened, and we wish to expand further.



We also feel that we would be filling a gap in the men's and women's footwear segments as well with highly comfortable, super-fitting footwear that is trendy and stylish, too. We offer international quality footwear and accessories at Indian prices.

## Uniqueness

A) We are a completely vertically integrated organization. From raw to finished leather, to upper cutting and stitching to mid shoe manufacturing to lasting and finishing, each process is carried out in our own factories by a workforce of skilled artisans, while guaranteeing quality at each step. B) We

offer made to measure and made to order shoes where we can custom make shoes as per your fit or make cosmetic changes to suit your taste respectively. If you cannot find the right shoes because your feet are either too narrow or too wide, our experts will measure your feet to create a new last (mould around which shoe is made) specifically for your feet. C) We have gained immense knowledge about the art and science of children shoemaking in the 2 decades of manufacturing for European shoe brands. It is imperative that for a normal and healthy growth of feet, children wear well cushioned, flexible shoes of the correct size, fit and material. There is a dearth of



well fitting leather shoes for children in the country and we are filling that gap. D) We own two 100-year old brands Manz and Fortuna in Germany from where we get our design inspiration. E) Our in-house team of experts conducted a survey of --- adults and children in India to determine the most appropriate shoe width for Indians' feet. F) hand-finished products and comfort features like scientifically shaped lasts, cushioning, genuine leather uppers and lining, flexible soles.

**Strategy**

We are currently present in Chandigarh, Amritsar and Ludhiana and will be opening in Jaipur and Delhi soon. We are very happy with the response, especially from Amritsar and Ludhiana. We will be focusing on tier 1 and tier 2 cities for expansion via company-owned stores. We also plan to have a strong online presence via our company website as well as selective marketplaces.

Product strategy – We provide premium quality, genuine leather footwear only. Our focus is on absolute comfort for the wearer's feet, while at the same time maintaining the style quotient.





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### Products

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### Target audience

Our target audience is the middle to upper middle class customer from any age group who is aware and is constantly on the look out for comfortable, well fitting shoes. We plan to be present in all tier 1 and tier 2 cities in the coming years.

### Brand promotion

We are choosing retail store locations very carefully instead of going for all/ any space that is offered to us since being present in a good mall/ high street is the best kind of promotion. We also rely heavily on word of mouth. SA





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# CFLA: Creating a unified body of fragmented associations

**RAFIQUE A. MALIK, Chairman and Managing Director of Metro Shoes— the largest national chain of fashion footwear and accessories in India—has turned the brand from a single store operation to a robust company. Metro Shoes recorded a turnover of over ₹841 crores (sales) in 2014-15. Today, it boasts of a chain of over 290 showrooms across 86 cities.**

**M**alik's a key member on the COUNCIL for FOOTWEAR LEATHER & ACCESSORIES and is passionate about upgrading the footwear Industry in India. A self-made man, he has established a benchmark for successful retailing in India. Bringing to the table over 40 years of retail experience, is a graduate of Harvard Business School, he is also the Chairman of AIFMRA (All India Footwear Manufacturers and Retailers Association), is on the advisory board of the Retailers Association of India, member on the CII National Committee for Retailing and a member of the World President's Organization.

## MALIK SHARES HIS CANDID VIEWS ON THE INDUSTRY...

### Share an overview of Indian footwear Industry.

The Indian footwear industry forms the major portion of Indian leather industry and is the second largest producer of footwear in the world. The footwear industry is pegged at around ₹. 38,000 crores. The footwear industry is dominated by the men's segment which comprises 55% of the market. The women's and Kid's footwear constitute 35% and 10% of the market respectively, whereas globally women's footwear constitutes 55% of the market.

The industry has sufficient capacity in tanning and thereby regular availability of leather and non-leather materials and other components. The labour is available which is mainly from socially and economically backward areas and women constitute 30%. The labour should be provided with training for skill development and amenities so that good quality labour will be attracted to this industry. The industry is also adopting to newer technologies for designs and capacity building. A good network of distributors and retailers is in place. The government should support the industry with reduction in taxes and availability of finance at lower rates so that enough investment can be made to realise true potentials of the industry.

Knowing the potential of the Indian Footwear Industry, many international brands have entered in India. Today, there already exist over 200 international fashion brands in India with more than a quarter

of these operating predominantly in the footwear and accessories category. Until recently, the footwear was considered as item people would buy only after checking and trial. However, the Ecommerce (e-com) and Mobile commerce (m-com) have changed the scenario. The online channel has further emerged as an important route to reaching the consumers especially in the tier II and III cities where demand exists but there is low accessibility due to inadequate distribution network.

### Could you explain CFLA's objective's in simple terms?

The Council for Footwear, Leather and Accessories (CLFA) is formed with the active participation of the major footwear companies and DIPP to bring together all the associations working for the development of footwear industry, so that a common agenda can be implemented with the help from the Government. The CFLA is an autonomous body, for representing and provide help in addressing the concerns for the development of Indian Leather & Footwear industry.

The main objectives of the Council include creation of a unified body of the fragmented associations operating in the sector and to plan a strategy for the growth of the Footwear Industry with major emphasis on MAKE IN INDIA initiative of the Government.

### What are the major challenges for the Council?

Most the Footwear Industry is unorganised and it is in the interest of the industry to help this sector to improve their manufacturing and sourcing

capabilities with good infrastructure, easy availability of raw materials and components, training a large number of labour.

The Footwear industry is affected by high taxation; both excise duty and VAT. It has resulted in lack of new investments into domestic manufacture of footwear and there has been a rapid increase in imports. There is a need to incentivize the existing footwear manufacturing and retailing industry which will inspire and attract new investments and create large scale job opportunities in the sector. The Council is, therefore, focussing on reduction in tax burden with merit rate under GST regime to provide growth momentum.

**THE GOVERNMENT SHOULD SUPPORT THE INDUSTRY WITH REDUCTION IN TAXES AND AVAILABILITY OF FINANCE AT LOWER RATES SO THAT ENOUGH INVESTMENT CAN BE MADE TO REALISE TRUE POTENTIALS OF THE INDUSTRY.**





**What are the key factors that determine the success of CFLA?**

A major success of CFLA will be in bringing together all major footwear industry players and associations and represent the concerns of the industry in unified voice before the government. As CFLA has been established under the government support, it will serve as an important link between the domestic footwear players and the Government to take up the issues faced by the footwear industry such as advocacy, infrastructural development, mass training programs for development of skills both for manufacturing and retail and financial support to the industry.

The success of CFLA will be measured in terms of creation of environment which would be conducive for growth and would enable utilise true potentials of the Industry. The target would be to achieve growth rate from existing 12% to 20% in the next three years, increasing exports and reducing imports.



**What is your present priority as a CFLA member and how do they differ from AIFMRA?**

Although, most of the objectives of both CLFA and AIFMRA are similar, the CFLA has wider agenda and representations from a diverse footwear players and associations. The AIFMRA is meant mainly for Footwear manufacturers and retailers whereas CFLA is meant for the entire domestic leather industry including footwear and accessories.

It needs more time and efforts as the CLFA would be major vehicle of growth of leather and footwear industry in India. It requires involvement in major policy decision, with constant interaction with the government. The priority for CFLA to be an enabler for the development of the Industry to attain its optimum level of potentials in the Indian economy.

**India is being recognised as one of the manufacturing hub. Your view?**

India is a good manufacturing base for footwear and is the 2<sup>nd</sup> largest footwear producing country (after China) and the 3<sup>rd</sup> largest consuming country (after U.S.A. and China). Indian Leather Industry is one of the oldest traditional industries divided into several components like tanning, footwear and leather products including garments. Indian footwear industry is the engine of growth for the Indian Leather Industry.

The industry is highly outmoded and antiquated. Hence, there is a vast untapped potential for large scale domestic manufacture. We appreciate that the "MAKE IN INDIA" program of the Government has identified leather goods and Footwear as a focus sector and seeks to attract new investments for domestic manufacture of footwear. The National Manufacturing Competitiveness Council (NMCC) has also identified footwear as a "focus" industry in terms of untapped potential, has noted "high rates of indirect tax" as a key challenge faced by the industry. We would like to create at least 4 to 5 Global brands which will enhance BRAND INDIA in the world.

**What capacities and efforts is the council investing in manufacturing & retail sector ?**

The CFLA is encouraging proper infrastructure and investment in both manufacture and retail by reducing tax burden. The Council is making efforts to make the industry cost efficient and competitive. The Council is encouraging export and reducing imports substantially to increase the share of the industry in the world.

In manufacturing, the focus would be on regular supply of leather and components, skill development, technology upgradation, branding and marketing. In retail the focus will be on availability of good retail spaces at competitive prices, skill development and efficient payment options to the customers and providing industry status.

**What are the biggest risks for Indian footwear industry as of now?**

A large portion of demand for footwear and other leather products is being met from imports as the domestic industry is failing to meet the demand from increasingly aspirational Indian consumers. Lower cost of raw materials and labour in other developing countries, and favourable import regime are resulting into significant flight of capital, production and employment to low cost countries. We are already importing around 170 million pairs of footwear from China and Vietnam. These imports are grossly undervalued impacting revenue collection and killing the domestic industry. An urgent need is to stop these malpractices and enforce transparency which will help the domestic manufacture in building capacities and procuring materials

from proper channels at competitive prices.

There are very few footwear skill / training institutes in the country. The Industry is facing shortage of skilled craftsmen for good quality of footwear at competitive prices. R & D facilities are also required to be developed.

**What do you think about the capabilities of workforce industry?**

The Industry is facing issues in attracting good talent and craftsmen. The major workforce is socially backward and poor, 30% of them are women. The workforce should be given proper training and skill development would play an important role. The provision of basic amenities with competitive compensation would ensure availability of the workforce to the Industry. This is one more area where CLFA can play an important role.

In the past we haven't seen any stress in the domestic leather/ footwear market by any councils. Would CLFA invest any efforts in the domestic sector?

As mentioned earlier, our focus would be to encourage export and reduce imports. Our role would be to make the products globally

competitive with focus on quality and scale – to create 'Brand India'. The imports would be restricted only where we will be doing a substantial value addition rather than only importing footwear. The Council will be taking special initiatives to address this.

**What measures would the council suggest for enhancing competitiveness of footwear industry for inviting investments, both FDI as well internal, in the sector?**

Apart for reduction in high taxation, we expect labour market reforms, development of infrastructure, encouragement for technology upgradation and availability of credit facilities at competitive rates for increasing investment in the sector.

**Would you like to give some specific advice to the retail industry?**

Indian retail market has lot of potentials and possibilities. The market is very challenging and promising. India's strong fundamentals supported by rising incomes, favourable demographics, entry of foreign players, and increasing urbanisation offer immense scope of retail expansion. While expanding network of stores, a quality of staff and good back-end processes should be ensured to sustain the growth. You should also be selective in deciding the locations and do proper viability analysis.

**What are the biggest strengths you think Indian Leather and finished products manufactures and exporters bring in changing global economic conditions to stay in global market?**

The biggest strength of the Indian Leather and Footwear manufacturers is reliable supply of good quality leather and non-leather materials and a relatively low cost of labour. India is considered as low cost quality Footwear and leather products exporter.

**What should be the future plans for Indian Footwear industry in world map?**

The future plan of the footwear industry is to strive for a globally competitive industry and apart from the needs of the increasing domestic market, increase exports and take substantial share of the Global Market. SA

**“KNOWING THE POTENTIAL OF THE INDIAN FOOTWEAR INDUSTRY, MANY INTERNATIONAL BRANDS HAVE ENTERED IN INDIA.**

**“THE MAIN OBJECTIVES OF THE COUNCIL INCLUDE CREATION OF A UNIFIED BODY OF THE FRAGMENTED ASSOCIATIONS OPERATING IN THE SECTOR....”**





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# 2<sup>ND</sup> EDITION OF DESIGNERS FAIR



Held concurrently with India international Leather fair in Chennai every year, Designers Fair has grown to become the largest platform in the country for designers from abroad as well as from the country.

**C**ouncil for Leather exports, a body under the aegis of the Ministry of finance is the force behind the success of the events, India international Leather fair (IILF) and Designers Fair. The second edition of the fair, which was held at Hotel ITC grand Chola, Chennai, India during February 1-3, 2017 confirmed that the shortage of qualified and talented designers is addressed, CLE resolved to institute an independent task force, Designers Task force.

Since its inception, Naresh Bhasin, MD of Ram Footwear exports and an industry stalwart, has been spearheading the task force quite diligently. Designers Task Force mainly comprises of industry stakeholders who are engaged in footwear and accessories production. Apart from Indian designers and design and active participation of fashion institutes, designers from US, Italy, France, Portugal, Russia, Brazil, China, to name some, displayed their best and latest designs. A total of 1,500 business meetings were held during the fair.



Last year, a total of 300 visitors from 180 companies and institutions visited the fair. The 2nd edition of designers fair laid a strong foundation for more such events in future and created a positive impact about the Indian leather industry in the minds of prominent designers.

Designers Fair For the past 2 years has been India's premier design ideas and shoe modelist event. Designers fair is an industry platform from which to share inspiration and innovation– a platform where design is celebrated, design leaders are honored, the young and new can learn, nourish and grow and cutting edge ideas and practices are showcased.

The achievement in 2016 was imminent, however, the concern or rather the shortage of well-trained and talented designers still remains a major concern for the industry. This pressing matter has made CLE's designers Task force ever more diligent.

Manufacturers and exporters are increasingly leaning on home-grown designers as well for business associations ranging from signature lines to limited-edition special range to woo international buyers as well India's ambitious consumers who would happily pay a premium to stand out in a crowd. Footwear modelist displaying their collections were the best bet for the same, since they have a specific style and can fuse Indian and international designs brilliantly to develop an aspirational product.



**IT'S TIME THAT WE ENGAGE THE DESIGNERS, DISPLAYING THEIR WORK AT THE DESIGNERS FAIR. WE TOO HAVE BEEN ENGAGED IN EXPORTS TO THE USA AND EXPORT A LARGE CHUNK FROM OUR PIE OF MANUFACTURING. WE ARE VERY HOPEFUL THAT IN THE COMING YEARS THE BUSINESS TO THE USA WOULD GROW MULTIFOLD.**

**NARESH BHASIN, CHAIRMAN – DESIGNERS TASK FORCE**





JM Pedebay, Roman Cad



Russian Designer Anastasiya Kuchugova



CHINA IS VACATING ITS POSITION FROM BEING THE NUMBER MANUFACTURING COUNTRY IN VARIOUS PRODUCTS. IT'S A GREAT OPPORTUNITY FOR INDIA. WE ARE A MANUFACTURING COUNTRY SPECIFICALLY IN THIS SECTOR AND WE MUST SEIZE THIS OPPORTUNITY. AMERICA WOULD IN CASE NEED TO STAY WITH MANUFACTURING COUNTRIES.

**PURAN DAWAR,  
REGIONAL CHAIRMAN  
CLE – NORTH**



TODAY, THE COST OF MANUFACTURING FOOTWEAR IN THE USA IS ALMOST 20% HIGHER THAN IMPORTING. SINCE CHINA IS STRUGGLING AND USA CANNOT MAKE ALL THE PRODUCTS AS ITS NOT EASY. INDIA STANDS A BRILLIANT CHANCE TO SCALE UP ITS EXPORTS.

**AQEEL AHMED**



CHINA HAS BEEN VERY STRONG IN MANUFACTURING AND EXPORTING SPORTS CATEGORY FOOTWEAR. SNEAKERS ARE TOO LESS IN NUMBER THAT BEING EXPORTED OUT OF INDIA. I GUESS THE CONCERN IS ROBOTICS. LEATHER BUSINESS WOULD NOT BE AFFECTED SO MUCH.

**ISRAR MECCA,  
DIRECTOR FARIDA  
SHOES LTD.**



ON THE EFFECTS OF DEMONITIZATION

DEMONITIZATION HAS BEEN A VERY BOLD AND GOOD STEP. I CONGRATULATE THE PRIME MINISTER ON THE MOVE. SURELY, IN THE SHORT RUN ONE WOULD SUFFER SOME MANUFACTURING PRODUCTIVITY HOWEVER, IN LONG RUN IT WOULD ERADICATE BLACK MONEY. ITS BEEN OBSERVED THAT NOW THE COLLECTION OF RAW HIDES IS COME TO ITS NORMAL LEVEL.

**MUKHTARUL AMIN,  
CHAIRMAN, CLE**





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**INDIA ECONOMY IS SHOWING RESILIENCE IN ITS GROWTH. WE ARE A POLITICALLY STABLE STATE WITH A ROBUST BANKING SYSTEM. THE INDUSTRY IS MAJORLY SOCIALLY COMPLIANT AND IF I MUST SAY SO THAT WE INDIAN MANUFACTURERS ARE PERCEIVED AS CLEAN AND TRANSPARENT LOT OF COMPANIES IN OPERATIONS. CERTAINLY, INDIA IS A LESS RISKY ZONE IN SOURCING MERCHANDISE OUT OF. HOWEVER, CLE HAS ALSO ARRANGED A MEET WITH ALMOST 30 AFRICAN STATES AMBASSADORS TO EXPLORE OPPORTUNITIES IN THE CONTINENT. MEANWHILE, A MEET HAS BEEN ARRANGED ALONG WITH RUSSIAN AMBASSADOR ON THE COMING 22ND FEB.**

**AQEEL AHMED, VICE CHAIRMAN CLE**

"Though there is big buzz around the incoming American presidents polices, specially his views on imports of merchandise and Human pool, but we must understand that America too needs shoes. I believe he's targeting a few countries in particular and not against business. American policy makers very well understand the balance of payments and which countries to interact with On various products. We at CLE have hired a consultant who in turn would be connecting with numerous american importers to Help us build inroads in the US and establish reliable business relations. Personally, I am extremely optimistic about the growth of our exports to USA," stated M. Amin, chairman CLE.

"I have been a consistent exporter of merchandise to the USA and dealing with importers as well brands. I am absolutely confident that India has a very strong market to look at and could expect a bold growth in numbers. Presently, the import duty stands around 8.5% from India, With the new polices or changes the maximum they would stretch the same would be to 10%. So, it would not be a phenomenal jump even It fall through," said Rajender Jalan, Former CLE chairman.

**HUGE POTENTIAL**

What is driving this newfound love for designer lines and commercial modelist is increasing fashion awareness and local knowledge of consumers, and exporters need to differentiate in an increasingly crowded and commoditized market. There have been an increasing number of collaborations between Indian retailers and designers, but unfortunately most retailers consider these as short-term arrangements, which needs to change. In developed markets, for example, most marketer-designer partnerships are long term. Some of the renowned associations that worked for both parties include Adidas' association with UK designer Stella McCartney for a range of sportswear, Puma's tie-up with late Alexander McQueen for a special line of trainers, and British retailer Debenhams' special ranges with a host of designers. In India too the associations need to be less fashion week-centered and move towards the full-year tied-ups. However, it seems it won't take long as many ventures are already paying off. Many Indian corporate houses have been engaging local designers i.e. ITC and Wills Lifestyle. **S&A**



CLE executives at press conference







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**NARESH BHASIN, Chairman, Design Task Force**



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# WE HAVE EXCEEDINGLY SUCCEEDED

From the designers' point of view, they are definitely looking at short-term business prospects, that is, selling of their designs. The fair has helped them in this regard. In fact, the designers reported that they had firm orders worth US\$19,516 + Euro 64,000 and future orders expected to the tune of USD 2,36,000 + Euro 2,58,000 in the 2017 edition of the fair. The man who has made this a reality is none other than **NARESH BHASIN**, Chairman, Task Force on Design. In an interaction with **S&A**, he said, The Design Task Force has been instrumental in conceptualizing the design requirements of the Indian leather industry.

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**With India on the growth trajectory, there is a need to lay a strong foundation of world-class infrastructure, so what's been Designers fair thrust upon?**

As the Indian leather and footwear industry is aiming to move-up the value chain, infrastructure and design development are two key areas wherein we have to make headway, across all product segments. By infrastructure, I imply development of common as well as industry specific infrastructure. The Government has been tremendously supportive to the sector for development of common infrastructure. Substantial grant has been provided by the Government under ASIDE scheme towards development of common infrastructure like testing centers, common facility centers, multi-skill development centers etc., 14 such projects have been implemented/are under implementation by CLE.

The Integrated Development of Leather Sector (IDLS) implemented in XII Plan helped a lot in capacity modernization/development of industry specific infrastructure at the factory level. We hope that this scheme will be continued in future too, along with the Technology Mission which aims at upgrading the tanning sector.

Infrastructure and design development are interlined as design development can take place at the factory level, only if the necessary common and factory level infrastructure is in place. The designers fair has achieved the objective of helping the manufacturers/exporters in providing a platform not only for buying the required designs but also in developing long-term association with designers in the area of product development. We hope that with the support of the Government of India, we will be able to put-in the required common and factory specific infrastructure also in the coming years, which is essential for design development according to the changing market requirements.

**What's been DTF's endeavor at Chennai fair?**

The Design Task Force has been instrumental in conceptualizing the design requirements of the Indian leather industry and decided to organize the Designers Fair in Phase 1. We have exceedingly succeeded in Phase 1 by organizing two well-attended editions of Designers Fair. Now, our emphasis will be on implementing Phase 2 i.e. training of workers/students through foreign designers/institutions. We will deliberate on this and chalk out an action plan.

**Does DTF look at India's economic growth as an opportunity?**

Design development initiatives are aimed at not only the exporters but also the manufacturers who are catering to the domestic market. India has been able to maintain its status as fastest growing economy with projected GDP growth rate of 7.1% for 2016-17. In the case of footwear alone, the per capita consumption is expected to increase from current 2 pairs to 4 pairs by 2020, which itself explains the immense scope for tapping the huge potential in the domestic market.

As the demand for more and more middle and hi-end products is increasing in the domestic market, there is scope for design development as well.

**What were the challenges that you faced at the Designers Fair?**

Rather at the fair, we faced challenges in organizing the fair on two fronts.

One, in convincing the designers, especially the new designers in the huge potential offered by Designers Fair for their growth and the other, in convincing our own exporters and manufacturers in visiting the fair by reiterating that this fair will help them in moving up the value chain.

I am happy that both the designers and our manufacturers/

exporters have reposed their faith in the fair and contributed to its success.

**What are the key factors that determine the success of Designers Fair?**

From the designers' point of view, they are definitely looking at short-term business prospects, that is, selling of their designs. The fair has helped them a lot in this regard. In fact, the Designers themselves have reported that they had Firm orders worth USD 19,516 + Euro 64,000 and future orders expected to the tune of USD 2,36,000 + Euro 2,58,000 in the 2017 edition of the fair.

The other factor is long-term business tie-ups. At least 10 designers/institutions have reported that they entered into long-term relationships with about 31 Indian companies.

**Do you plan to have any such activity in Agra or in any other manufacturing city?**

As of now, we are concentrating on organizing the Designers Fair in Chennai next year also, for which we have got the Govt. approval. Also, we need to consider the tremendous amount of lead-time required and work involved in mobilizing the designers and visitors.

**What is the first-hand knowledge about the market potential that you gained?**

As I mentioned before, there is huge untapped potential in the domestic market in India, which can be penetrated through developing designs that suit the Indian market preferences. Besides, Design Development will help in consolidating and further expanding our share in the traditional markets of Europe and USA and in penetrating potential markets like Russia, Japan, and Canada etc.

**What has been the response of the designers?**

I wish to thank the overseas and Indian designers and the design institutions for their overwhelming response to the fair. In fact, the 2017 edition had 38 designers as against 29 in the 2016 edition, which explains the growing popularity of the Designers fair among the designers.

**What kind of platform would the next event 2018 present?**

In the 2018 edition, we are aiming at mobilizing about 45 designers and 450 business visitors.

**Have the reports of the fair been positive and are the sentiments in the marketplace improving steadily?**

As I mentioned before, the 2017 edition of the Designers Fair generated Firm orders worth USD 19,516 + Euro 64,000 and future orders expected to the tune of USD 2,36,000 + Euro 2,58,000 which itself shows the positive outcome.

The fair has helped many Indian companies in adopting to design development and many of their newly designed products are increasingly being exhibited in overseas exhibitions as well, which we hope will help in generating higher unit value realization.

**What marketing activities would you take up for the next show?**

We are planning to organize a Designers Meet in the Lineapelle Fair in Milan during Sept. 2017. Besides, we will make use of the platforms provided by major shows like Magic Show, Las Vegas; Expo Riva Schuh, Garda; APLF, Hong Kong etc., in meeting cross section of Designers and inviting them to participate in the fair.

Of course, our Design Directors in Europe and USA will also play a large role in mobilizing Designers.

**How have you managed to bridge the gap between the designers and the realistic demands of industry?**

In my opinion, any popular designer always maintains a fine balance between creativity and realistic requirements of the market. All the Designers who participated in our Designers Fair know the importance of commercial application of any design and hence they have adapted themselves well to the requirement of Indian manufacturers and exporters.

**How did you choose the designers, which would adhere to the industries requirement?**

We always collect the detailed profile of the designer and analyze their performance, product coverage etc., Of course, the design directors also short-list the designers.

**Talk to us, about the trust factor and exporters, about this initiative.**

The designers have very high trust on the fair and this is why 17 out of last year's 29 designers participated in the 2017 edition as well. In fact, 4-5 other last year's participants could not join in this edition due to their business commitments. This shows the high level of trust in the fair.

We also find that many of the visitors who visited last edition of the fair also visited the 2017 edition, which reveals the usefulness of the fair for them as well.

**How different is this fair from others in the market?**

In think that this is the only fair, which is exclusively dedicated to the designers. There are designers in other overseas fairs as well, but they are part of a larger congregation of exhibitors including exporters, retailers, press etc., this is why the Designers Fair is unique.

**Where do you see the fair 5 years from now?**

I am extremely hopeful that the fair will grow from strength to strength every year and will help in achieving our objective of 10% to 15% annual growth in exports and in domestic market sales in the coming 5 years.

**How far are we from seeing a world class designer coming from India?**

In fact, world-class designers from India have already emerged and they were part of the fair as well. All visitors appreciated the designs of all the 3 Indian designers who participated in the 2017 edition and I understand that one of the Indian designers also had a tie-up with an overseas company for design development.

**Is technology going to be a key driver for the big leap here?**

Technology is very essential for Design Development. This is why we had ROMANS CAD/CAM solutions also in the Designers Fair 2017.

The industry is also requesting for support for establishment of Design Studios in major clusters, which can have the necessary infrastructure and equipment's for design development.

**What endeavors are being executed by Designers Fair to complement MAKE IN INDIA Initiative?**

The Designers Fair is in fact a part of Make in India initiative as it helps in achieving higher unit value realization for products. Besides, the designers are brand ambassadors who have a huge network with importers/brands and they have now become brand ambassadors for the Designers Fair and for India as a whole. This will surely generate more interest among overseas entrepreneurs/buyers in investing in India and thus will aid make in India initiative. **SA**

**IN FACT, WORLD-CLASS DESIGNERS FROM INDIA HAVE ALREADY EMERGED AND THEY WERE PART OF THE FAIR AS WELL. ALL VISITORS APPRECIATED THE DESIGNS OF ALL THE 3 INDIAN DESIGNERS WHO PARTICIPATED IN THE 2017 EDITION.**



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# Talents at



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# Designers Fair'17



JAY AND DEEPA LAKHANI



ELISSA BLOOM



HEATHER HUBBARD

The second edition of Council for Leather Exports' Designers Fair, 2017 witnessed large footfall, exotic designs by leading designers from abroad and India, and greater number of participation. It won't be any exaggeration to state that it has grown significantly on what was laid down last year. From a long list of designers, who participated, we have picked some randomly for this issue.

>>>



# ANA BOLUDA

Ana comes from the Mediterranean region of Valencia, south east of Spain. She's lived and worked between Spain and England. She was associated with the tourism industry prior to taking up her passion as a full time shoe designer. She loves to travel and take inspiration from various cultures and what moves people in terms of sense and sensibilities.





**How does your work differentiate from its competition?**

I am trying to introduce India to the craftsmanship from Spain. Starting with hand made shoes and handbags at affordable prices. There aren't many people in this market segment doing this.

**Which styles and categories of footwear designs have been consistently performing for you?**

I have introduced hand made wedges which have been received very well owing to their design, exceptional quality and comfort.

**How do trends across international runways affect your styling?**

Quite a bit. I try and integrate the styles from the Mediterranean with what might work with the Indian clientele in terms of style and colour combination.

**What defines your personal style?**

I like to keep it simple but elegant. I believe in fashion that is practical. Something you can work with. Like the wedges I have introduced, stylish yet comfortable enough to walk all day in.

**What spurs your creative process?**

I find inspiration in Nature. Coming from the Mediterranean, I love the sea, the pine forest, the varied flora that forms part of the ecosystem.

**What's a regular day like for you?**

I start my day with a cup of Darjeeling Tea. Then depending on the day of the week, I either go for aerobics or yoga. Thereafter, I am off to my studio where I create my designs and have meetings with fellow designers to exchange ideas. After lunch, few days of the week, I have discussions with manufacturers

over video call to discuss my designs and integrate them into the collection for the next season.

Then off for a walk by the sea, drinks with friends before returning home for dinner.

**What motivated you to join DESIGNERS Fair?**

It was an interesting opportunity to present my designs to the Indian manufacturers and bring craft from my country to this wonderful country.

**What main advantages do you hope to gain from this association?**

I hope to work with Indian manufacturers who can make the shoes up to the standards of Spain. This would open the doors for me to manufacture my collection in the future in India.

**What would be your precise role in associating with various manufacturers and brands? Please elaborate.**

My role will be two fold. One, I will be manufacturing my shoes here. Two, I will be acting as a quality controller for brands and manufacturers who will be buying my designs.

**Considering your familiarity with the Indian leather industry, share some of the main challenges you have observed so far?**

I think the main challenge will be maintaining consistent quality in the long term. This would entail a strict quality control.



**How different is the design trend in India? What new trends are you going to introduce?**

I think India in certain segments is quite influenced by the west. As I mentioned, I would be getting styles from Spain and integrating them with Indian sensibilities in terms of colour combinations.

**What parameters will you be using in choosing business associates?**

Someone who appreciates quality and craftsmanship, and is reasonable and straightforward to do business with.

**What new innovative designs or technology can we expect you to introduce?**

I am continually working with my European partners to have the latest technology in comfort as I believe that's foremost in shoe design. My latest collection is one of the most comfortable wedges available in the market.



# ANASTASIYA KUCHUGOVA

A 2003 graduate from Moscow College of Art, specializing in Artist of the Theatre Dress. In the subsequent year, she graduated from the Zaitsev's Laboratory with outstanding results. She was awarded by the NTV TV Special Prize for her collection "Mahaon" at the Russian Silhouette competition and went on to create her own private studio. She has been participating at the Moscow Fashion Week and started to create theatre dresses for popular films. Anastasia continues to work with private orders.





#### **Tell us about Yourself**

My brand name Anastasiya Kuchugova has been on the Russian market for 12 years. I had a humble beginning with a small studio which eventually turned to be a big dressmaking studio with my own production house and successively my mono branded shop in Moscow. Anastasiya Kuchugova brand has been a regular participant at the Moscow Fashion Weeks and various other fashion events in other countries. Anastasiya Kuchugova presented its own line of leather clothes at the Designers Fair, Chennai.

I have never had a dream to work in fashion. It is mostly a coincidence. I was aspired to be an architect and started to study at the Moscow Architecture University, but 2 years through the course I realized that I am more captivated by smaller “shapes”. I finished theatrical art college and Studio of Slava Zaitsev, both were finished with excellent scores. Just after graduation from Slava Zaitsev studio I had a Grand-Prix for my first collection on the Nadezhda Lamanova competition. And thereafter I started to create my own collections for Fashion weeks and started to develop my own dressmaking studio.

#### **How does your work differentiate from its competition?**

Yes our brand is special by its exclusivity. Each piece of apparel is unique. You will never find another one.

First, we see our key competitor features in right proportions of our clothes and beautiful women lines. We make accent on unique combination of different textures and fabrics

in one dress. For example, we make leather jackets with thin lace. Our second feature is that we do everything very quickly. It takes only one day from a sketch to a ready dress in our store.

#### **Who is your target audience?**

We mostly work for women, and our accent are women having dress matching both office and dating in the restaurant.

#### **Region-wise, which is your biggest market? Why?**

Our main region is Russia, especially Moscow. Our brand is mostly known and appreciated here, in Moscow. We see real interest in our brand on other markets and we will think about expanding our business.

#### **How do trends across international runways affect your styling?**

We make our style ourselves. Of course, we follow world tendencies but they do not affect our collections so much. We support our style which we have been worked out for years.

#### **What defines your personal style?**

My way of life and my day workload do. Of course, if I spend the whole day working my clothes will be more casual, but if I have time to go out somewhere I will put on a small black dress. The most important thing for me is having high-heeled shoes.

#### **What spurs your creative process?**

I start to create from seeing a cloth sample. I am inspired by colors, textures, quality of leather and other things. Having chosen the fabric I see the design.

#### **What's a regular day like for you.**

To wake up early morning, to come to our factory, to start new designs, to check the production of current works, then meeting clients till evening, choosing new fabric and creating new collections. In the evening, seeing my family. All my days are like each other but also are very different.

#### **What motivated you to join Designers Fair?**

The invitation sent my Indian part to present Russia was very unexpected for us. But we decided to take the opportunity to see new technologies of leather production and new leather samples ourselves. This year was the second for us to present our brand. We plan to participate next year as well.

#### **What main advantages do you hope to gain from this association?**

Last year we made a good contract with new Delhi for selling our design. We think this year will bring even more good opportunities and interesting orders and we hope to push our brand to the international market.

#### **Considering your familiarity with the Indian leather industry, share some of the main challenges you have observed so far?**

There is a great number of different leather and very interesting price for that. What we see is a lack of the modern design. The biggest number of clothes have been produced the same for many years. With such a great choice of leather and the quality of it India could have stepped much more forward.

#### **How different is the design trend in India? What new trends are you going to introduce?**

We are working on better fitting of jackets. Mass produced clothes should look like they are made specially for this or that person – the visible women lines, exclusivity of each clothes.

#### **What parameters will you be using in choosing business associates?**

The main important things for us are experience and also cooperation with famous brands. Speed and efficiency are also very important.



# RAQUEL

A Fine Arts student in Madrid, who simultaneously took some courses of fashion design in New York, at Parsons and FIT. After graduating, she studied Fashion Design in IED Madrid and Milan. Raquel took a course of pattern making from "l'École Supérieure de Mode de Paris" and later an advanced course on leather handbags design.



**Did you always want to work in fashion?**

Yes, since I was 14, though for some time in my life I had to take a break from fashion and do other stuff.

**Do you work for a luxury fashion house?**

Yes, my brand is a luxury brand.

**How does your work differentiate from its competition?**

My work is about women, about feminism, about spirituality. Handbags are the means to express spiritual ideas and help women to empower and free them up. My handbags talk about that, express my feelings and ideas about those major areas.

**Who is your target audience?**

My target is women, responsible women who want to know themselves, who appreciate craftsmanship and excellent materials.

**Which is your biggest market? Why?**

My biggest market is in USA, Canada, Arabian Countries, North of Europe, places where women are more conscious of themselves, they have a good sense of design, and the ability to appreciate high quality products and afford them.

**Which styles and categories of handbag designs have been consistently performing for you? What are the reasons attributed to their success?**

It's too early to talk about that. My brand is a new born baby.

**How do trends across international runways affect your styling?**

I watch many fashion shows each season, and I just perceive how is fashion being used. I think I have good sensibility to feel what's going on, and what's going to be.



**What defines your personal style?**

I like a natural, easy going style, loose and natural. I choose comfort before beauty, but I believe that there's no beauty without comfort, and comfort can always be beautiful. I believe in feeling yourself beautiful, and always look for beauty, innovation and quality.

**What spurs your creative process?**

My creative process is spurred by the atmosphere I live in, which includes what I read, what I watch, fashion, cinema, music, art, other cultures, traveling, people... many things!

**What's a regular day like for you?**

I usually work in my studio all day long, taking care of many different things. Sometimes is design, sometimes communication, sometimes finances, sometimes production, etc.

**What motivated you to join DESIGNERS Fair?**

I lived in India for two years in 2011 and 2012. I love India since then. I'd love to have the opportunity to work in an Indian company, designing for them, using all their infrastructure and technology, as well as their leather, to make something really special and new for them.

**What main advantages do you hope to gain from this association?**

Above all, experience. And of course a long term working relationship.

**What would be your precise role in associating with various manufacturers and brands?**

My role would be free lance handbag designer, developing different collections, depending on the target and clients they have.

**Considering your familiarity with the Indian leather industry, share some of the main challenges you have observed so far?**

Well, it depends on the factory, but in general, I think the biggest challenge is in terms of quality and style. So leather manufacturing finishing's can be very much improved, if they learn other techniques. Regarding style, there's a lack of colour matching, proportion, composition and resources mixing.

**How different is the design trend in India? What new trends are you going to introduce?**

Indian trends are very particular. It's a whole world itself. And it's wonderful as it is. It should be protected and admired. But, if India wants to sell in the western style, then they just have to follow those trends. May be applying them to the Indian style, as some Indian designers are already doing, and I think it's amazing how it's developing.

**What parameters will you be using in choosing business associates?**

I'd choose companies which really are looking forward to advance, to improve and develop themselves, to grow up. Companies with people who appreciate good design, who have sensibility and want to go to a further step.

**What new innovative designs or technology can we expect you to introduce?**

I'd just like to bring some of my style to this country, same way as I've taken lot of its style with me. I would like to collaborate in terms of taste, leather work, leather selection, high quality leather products manufacturing. It would be wonderful to share my knowledge and style, and contribute to the good for India.



# SCHWILLIAMZ

Schwilliamz is an accomplished design team with a proven 20+ year track record in designing and developing trend right, commercially successful and industry recognized footwear, building and leading diverse teams, and delivering tangible results. It's an exceptional combination of creativity, leadership, innovation, business acuity, commercial awareness, enthusiasm and entrepreneurial spirit.



**S**chwilliamz Creative Consultants design consultancy has two principals, Ann Williams and Dean Schwartz. Ann grew up in Wales, United Kingdom and graduated with an honors Degree in Fashion Design, specializing in footwear, from DeMontfort University, Leicester, England. Prior to establishing Schwilliamz Creative Consultants, Ann served as Director of Design and Product at the Stride Rite Corporation, before which she was a footwear designer at Reebok International (USA) and Clark's (England). With over 20 years of extensive technical experience, Ann is well versed in all aspects of footwear design, construction, materials, development and commercialization. Dean grew up in the USA and received an undergraduate degree from Colby College and a post-graduate degree from Case Western Reserve University. Prior to Schwilliamz, Dean worked in a variety of professions, notably retail management and advertising.



**Who is your target audience?**

We design all categories of footwear (with the exception of performance athletic running shoes) for all genders and age groups

**Region-wise, which is your biggest market? Why?**

The domestic USA market, given the location of our studio and the majority of our clients. We also work with companies in Europe and the Far East, and very much hope to begin working with Indian firms as well.

**What defines your personal style?**

Fun, but commercial: we like to have fun while designing, but we take the business seriously and understand that at the end of the day the shoes need to sell.

**What spurs your creative process?**

That's a tough one to pin down. We find inspiration everywhere. A beautiful tree we walked past that morning. A new building that's being constructed nearby. The paintings we saw at the Museum of Fine Arts in Boston over the weekend. A funny story one of our sons shared with us. A new fashion trend report that just came out. Some great new shoes we saw at our favorite boutique.

**What's a regular day like for you**

Not only do we work together, we also are married and have 2 sons (ages 8 and 10). Each day begins with getting the boys ready for school and/or any other activities (typically sports!) they have scheduled for the coming day. We then catch up on any work emails

that may have arrived during the night from clients and factories located around the globe (in different time zones). Depending on the particular season and where we are in the development calendar, the days' work can include: original footwear concept designs; design prototype review; trend, market and consumer research and analysis; color and/or material palettes; product specifications; communication with clients and factories; meetings; presentations.

No two days are alike, which is one of the great things about our profession.

**What motivated you to join DESIGNERS Fair?**

We see tremendous potential in the United States for footwear produced in India, and the Designers Fair offered a fantastic opportunity to learn more, expand our network and develop relationships with Indian manufacturers and suppliers.



**Do you work for a luxury fashion house?**

No, though we design/have designed for some of the world's leading footwear brands.

**How does your work differentiate from its competition?**

Our designs are more than just a shiny shoe. They're the product of a thorough, thoughtful approach, combining full awareness of relevant market trends and consumer demands with a superior knowledge of the technical aspects of footwear making. With a keen focus on fit, features and benefits, aesthetics, materials and marketability, our designs begin and end with the best interests of our clients and their customers.



**What main advantages do you hope to gain from this association?**

Partnering with Indian factories will allow us to tap into new markets and develop new clients, while also bringing valuable options and resources to our existing ones.

**What would be your precise role in associating with various manufacturers & brands? Please elaborate.**

Consulting on all facets of footwear design, line building and related matters. Acting as a liaison between the factory and client, managing the process and ensuring clear, consistent communication.

**What parameters will you be using in choosing business associates?**

The companies we work with must share our values, high standards, dedication and passion.



# DEEPA GURNANI

The Deepa Gurnani brand was conceived in the dreams and passions of husband and wife partnership, Jay and Deepa Lakhani. After their marriage in 2005, the duo combined their talents to create a line of unique and distinctive embroidered accessories. While studying fashion at London's prestigious Central Saint Martins College of Art and Design, Deepa beaded couture pieces for Alexander McQueen, Emanuel Ungaro, Fendi and Marjan Pejoski. Working closely with these designers not only enabled Deepa to understand couture standards of quality and finish, but also compelled her to experiment with new and unusual beading and embroidery techniques. Combining this experience with her own distinct style and sensitivity, gave her inspiration to create her own line.

Jay Lakhani, a Jewelry Designer, started his training at the Fashion Institute of Technology NYC and progressed to work with some of the finest names in the fine jewelry industry. He trained under head designers from Tiffany and Bvlgari, where he refined his eye for detail and luxury. Despite his love of fine jewelry, Jay was always drawn to fashion. He dreamed of combining the art of fine jewelry with fashion accessories, to create easy-to-wear works of art. He noticed a trend for black and basic- silhouettes in the marketplace, which he saw as blank canvasses for exquisite embroidered accessories.



**E**ach Deepa Gurnani piece is created by hand in India, by the finest artisans using embroidery techniques passed from generation to generation. High welfare standards and a nurturing attitude to all employees are maintained worldwide. The company believes it is only as good as the people who are a part of it. So, as the team grows and develops, as does the brand. Deepa Gurnani is involved with charitable activities across India and is working to create a foundation to support orphaned children.

**Tell us a bit about your background.**

My wife DeepaLakhani and I started our company "DeepaGurnani" ten years ago. Our brand ethos is "handmade is luxury". We work with skilled Artisans in India to create accessories that preserve the craft of hand embroidery, but have a modern approach to it. We are a global brand and strive to keep the craft of hand embroidery alive.

**Did you always want to work in fashion?**

Yes! Deepa and I went to school to study Fashion and have trained under great designers and brands in the Industry.

**Do you work for a luxury fashion house?**

Our brand is a luxury accessories brand. We have many divisions within the company and feel accessories play a strong role in the luxury market.

**How does your work differentiate from its competition?**

We focus on handmade accessories, so no two pieces are ever alike. That is the beauty of the brand. We make each client feel special.

**Who is your target audience?**

Women.

**Region-wise, which is your biggest market? Why?**

USA is our largest market as we are based in New York. Our growth plan in the next two years is to have India as our second largest market.



**Which styles and categories of footwear designs have been consistently performing for you? What are the reasons attributed to their success?**

We have recently tapped into the footwear industry with sandals and ballet flats. We focus on simple styles, but beautiful embroidery. Our main focus is hand embroidery. This is what sets us apart from the rest.



**How do trends across international runways affect your styling?**

Our brand aesthetic is pretty much set, but we do focus on seasonal trends off the runway as our client base reacts to international trends around the world. We keep our styling true to the brand and focus 30% of our assortment to trends based off the current season runway reports.

**What defines your personal style?**

Our brand is a lifestyle global brand that is free spirited and bohemian. We try to keep our style very comfortable and simple. Our accessories do all the talking! :)

**What spurs your creative process?**

Deepa and I are inspired by everyday objects and experiences. Our creative juices keep flowing daily and we love to create on the dinner table. Our work does not feel like work as we love what we do!

**What's a regular day like for you?**

We are firm believers in a balanced mind, body and soul routine. We wake up to meditation and yoga, work with our office in India and then spend our day in the office in New York working with our teams to make sure things run smoothly in our daily operation. We love to unwind in the evenings by cooking dinner together and discussing all the new concepts we thought of in the day!

**What motivated you to join DESIGNERS Fair?**

This was our second year in a row. The opportunity to work with factories around India and give them design direction is very intriguing to us. We want to put India on the map when it comes to design and believe in the "Make in India" initiative as that is our business model from the beginning. We feel India has great opportunities and there is so much untapped skill in India. That drives us to work with India and keep things moving forward.





**What main advantages do you hope to gain from this association?**

We hope to gain more opportunities to grow the export market in India and keep the campaign strong. Educating these factories and making them global is what we strive for!

**What would be your precise role in associating with various manufacturers & brands? Please elaborate.**

We work on design direction and international work methods with various manufacturers and brands in India. We train our clients to deliver themselves and their factories in a professional manner and to sit on an international platform with other amazing brands around the world.



**Considering your familiarity with the Indian leather industry, share some of the main challenges you have observed so far?**

Our main challenge is the consistency in the quality of the leather. Factories show samples that look great and deliver orders that look average. We have to change that and make the production better than the sample that was initially presented. However, we do see this happening with the younger generation of talent getting involved in the industry.



**How different is the design trend in India?**

In many ways, India is catching up on trends and is already making a mark around the world. The tools are there to make India a country where people can turn to for design direction. We just have to fine tune the tools a bit and get people on the global platform. India is the second largest country in the world and many trends around the world do come from India. We just have to package the trends on an international level from India and that will make us stand out.

**What parameters will you be using in choosing business associates?**

We work with people who share our vision and passion to make India grow in the export sector. We also focus on timely deliveries and make sure the quality is the best that they can deliver. We want to build long term relationships and not just one time projects.

**What new innovative designs or technology can we expect you to introduce?**

We are always working on different levels of embroidery and pushing ourselves to think outside the box. Our current focus is incorporating leather into our embroidery as this is the sector we are trying to grow in India.

**How do trends across international runways affect your styling?**

Our brand aesthetic is pretty much set, but we do focus on seasonal trends off the runway as our client base reacts to international trends around the world. We keep our styling true to the brand and focus 30% of our assortment to trends based off the current season runway reports.



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SEIZE THE BRANDING OPPORTUNITY



# ELISSA BLOOM

Elissa Bloom is the Executive Director of the Philadelphia Fashion Incubator at Macy's Center City. She has been with the organization since 2011 and has launched a successful initiative which is now used as an international model for fashion incubation.

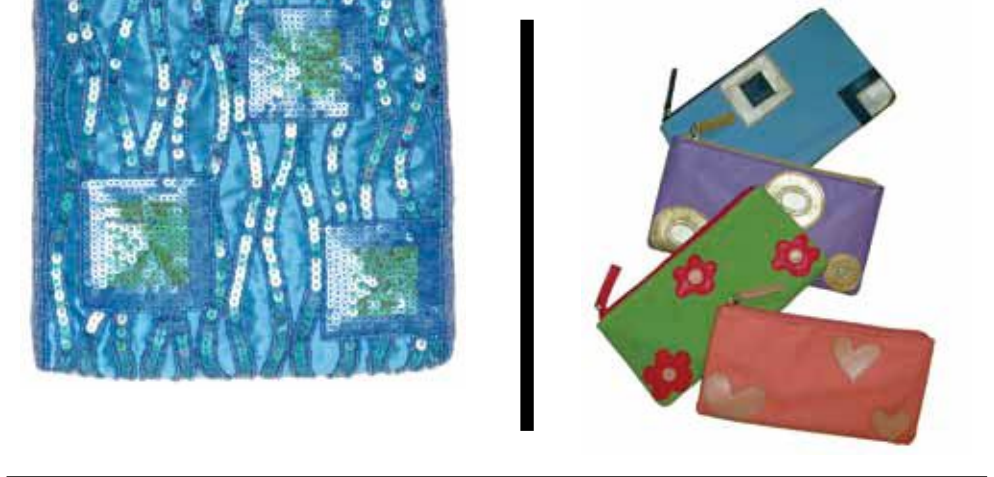
In 2016 she was honored with the Trailblazer Award by Philly Fashion Week.



**W**ith over 20 years of both corporate and entrepreneurial experience, Elissa brings a unique and fresh understanding to the world of fashion and business. She has worked corporately for Bloomingdales and Anthropologie and has taught fashion entrepreneurship courses at Drexel University, Moore College of Art and Design, and Philadelphia University. She launched a successful accessories brand, Elissa Bloom New York, which she oversaw for ten years. She is currently re-launching her eponymous brand with a collection of fashion and travel accessories. While managing all aspects of her company including design, sourcing, manufacturing, marketing, sales and distribution, Elissa learned what it takes to run a successful fashion company. She has a strong understanding of both the creative and commercial side of business and is committed to sharing her experience with others to help them achieve success in the business world.

Elissa is a highly sought after international speaker on fashion incubation and the business of fashion:

- ▶ 2016 **The Enterprise of Culture**, 'Harnessing Uncertainty' Conference, **Edinburgh, Scotland**
- ▶ 2016 **JWRP Fashion Industry Trip to Israel**
- ▶ 2015 **Global Entrepreneurship Summit, Nairobi, Kenya** with President Obama in attendance. Elissa was invited by the White House to speak on two panels: Specialty Incubators and the Creative Economy.
- ▶ 2015 **PA Conference for Women**: featured speaker on Entrepreneurship
- ▶ 2014, Elissa was invited to teach her customized **Business Boot Camps** to the fashion communities of the **Baltic States and Finland** via two US State Dept. grants.
- ▶ 2014 **Estonian Design Festival**: featured speaker on 'Design Mistakes'
- ▶ 2013 **International Fashion Incubator Conference, Toronto, Canada**. Featured speaker on the 'Top Five Sales Trends for Emerging Designers'.
- ▶ 2014, 2015 **National Business Incubator Association International Conferences in New Orleans, LA and Denver, CO**. Featured speaker on Fashion Incubation.



# HEATHER HUBBARD

Heather Hubbard is a creative director who is known for her innovative approach to brand development and design. Heather voices: "My relationship with fashion is playful and very expressive to what I am feeling at the time."

Raised in Boise Idaho, Hubbard went on to study Design at the Art Institute of Seattle. After graduation, Hubbard moved to Los Angeles as a freelance Sittings Editor for Ingenuè Magazine, working with Hollywood's Rising Stars. Simultaneously, she took a position as a Retail Planner for LA based boutique chain, Katwalk.

In 2006, Hubbard moved to New York to join the house of Vera Wang as a Stylist. Soon after, she was recruited by up and coming Joey showroom, who represented multiple women's apparel and accessory collections. It was at Joey, that Hubbard discovered her nichè for Brand Development.

In 2008, Hubbard founded HH Productions. As creative director, she worked with each brand through the creative process, while providing strategic sales planning and operational support to a range of fashion and lifestyle companies including A.F. Vandevorst, Dominic Louis, femme d'armes, Hare + Hart, Miguelina, Minnie Mortimer, Waldrip, With & Wessel, and YosiSamra. In 2014, Hubbard launched her own handbag label, MR., with a commitment to craftsmanship, quality, and local manufacturing.

The following year, she was named Emerging Designer of 2016 at the Accessories Council's Ace Awards. In December 2015, Hubbard was approached by Sarah Jessica Parker to design the SJP handbag collection launching in 2017. Hubbard was nominated as a finalist for the Fashion Group International's Rising Star Award for a second consecutive year in the Accessories category. She currently lives in Los Angeles, splitting her time between LA and NYC.





**Tell us a bit about your background.**

I studied Design at the Art Institute of Seattle. After graduation I moved to Los Angeles as a freelance *Sitting's* Editor and Fashion Buyer. Two years later, I moved to New York to join the house of Vera Wang as an in-house Stylist. Prior to MR., I founded HH productions, a NYC based branding agency that specialized in launching emerging fashion brands.

**Did you always want to work in fashion?**

From Childhood, fashion was just a part of who I was, I knew instinctively at a very young age... I feel lucky in that way.

**Do you work for a luxury fashion house?**

I am currently Head of Design for Sarah Jessica Parker's handbag collection that is launching in Bloomingdales in March.

**How does your work differentiate from its competition?**

We launched MR. with a commitment to craftsmanship, quality, and local manufacturing in NYC. This sets us apart from competing, better known brands who increase the retails or take manufacturing overseas for a better margin. We make a beautiful bag at a price point women can afford. Hence our concept of "Attainable Luxury".



**Who is your target audience?**

Women who shop young designer and luxury brands, she recognizes quality.

**Region-wise, which is your biggest market? Why?**

NYC for sure, it's our home base. MR. is very much inspired by the Manhattan woman.

**Which styles and categories of footwear designs have been consistently performing for you? What are the reasons attributed to their success?**

MR. is all about understated, classic style. Women seem to be responding to the simplicity, function, and quality of our collection as a whole rather than an individual style.

**How do trends across international runways affect your styling?**

I am more influenced by what women are actually wearing on the street vs. the runway. I draw the most inspiration from New York and Paris.

**What defines your personal style?**

I like effortless neutrals with a bold accessory and a good shoe... My style is just a little undone..nothing looks too put together.

**What spurs your creative process?**

There is no rhyme or reason to when and where I get creative. I am constantly inspired by beautiful things.

**What's a regular day like for you?**

No two days are ever the same but I do try to keep a morning routine, I wake up around 7am, take a hot bath, drink my espresso, followed by 15 minutes of Inscape meditation. This process helps me set the intention of the day and focus.

**What motivated you to join DESIGNERS Fair?**

We are always looking to expand our network and resources. The Designer's Fair seemed like the perfect opportunity to do so in India.

**What main advantages do you hope to gain from this association?**

The experience has already exceed expectations. I met with over 55 companies at the Designer's Fair. I have also found several new suppliers that specialize in beading, printing, and woven leathers.

**What would be your precise role in associating with various manufacturers & brands? Please elaborate.**

I would take my knowledge and experience to help these companies development a cohesive collection of leather accessories to present to their clients.



**Considering your familiarity with the Indian leather industry, share some of the main challenges you have observed so far?**

To be honest, I am just getting into Indian leather so I am not as educated as I am in European and Spanish leathers. Indian hides are thinner and more distressed looking than the Italian and French hides that I use now for MR. and SJP but I do not know that it makes it any less beautiful.

**How different is the design trend in India? What new trends are you going to introduce?**

India is more traditional to Indian heritage, whereas the U.S. market is ever changing bringing in inspirations from cultures all over the world.

**What parameters will you be using in choosing business associates?**

I am looking for people who are experienced and have a proven track record of manufacturing and selling.

**What new innovative designs or technology can we expect you to introduce?**

We will be launching a build a bag element to our e-commerce site that will allow the customer to personalize her bag by choosing the leather, lining, hardware, and monogram. It's a more interactive way of shopping and allows our customer to be part of the process of developing her handbag. I am really excited about this! **S&A**





## AT A GLANCE

Already, nearly six out of ten luxury sales are digitally influenced. Digital initiatives have become mandatory in order to recruit young customers, but they are also an increasingly important way to appeal to older consumers. Digital gives luxury brands new ways to understand their customers better than ever.

### Luxury Is No Longer In-Store Only

Today, luxury sales require a presence in both the physical and the online worlds. Fully 86% of millennials and 75% of baby boomers and older people who buy luxury brands are ready for Omni channel interactions, ranging from e-commerce to digital in-store experiences. If brands are to provide consistent customer experiences across many different paths to purchase, they must ensure much more integration across departments.

### Needed Now: A Digital Mindset

Luxury brands can benefit from shifting to a digital mindset in their approaches to strategy, consumer insight, products and services, marketing and branding, distribution channels, ecosystems and partnerships, organization and capabilities, and operations and infrastructure.

It may not be widely recognized as such just yet, but digital technology is probably one of the best things to happen to luxury brands in a long time.

Digital is happening fast and forcefully, whether brands are ready for it or not. It enables new products and services. It opens up opportunities to create personalized offers and provide bespoke services to many more customers. Its distribution channels widen the playing field for luxury brands, allowing them to reach consumers not reached before and to engage with customers online in markets where a brand has no stores. In the US alone, consumers anticipate spending 20% to 35% of their total outlays online in the next few years, according to research by The Boston Consulting Group.

But not all brands are there yet. In fact, luxury lags other consumer sectors when it comes to understanding and applying digital technologies. Disney, Nike, Nordstrom, these are just a handful of the household names that have mastered digital. For more than a few luxury brands, then, the issue really is do or die: the speed of technology development is endangering their current business models faster than you can say “celebrity-chef-catered safari.”

### The Hard Reality of Digital Everything

Luxury brands are up against tough growth challenges. In the previous decade, their growth was all about consumer spending and new store openings in emerging markets—notably in China. But today China has more luxury stores than its

consumers have demand, and consumer spending has cooled. Nor are consumers in any other nation about to make up the shortfall in growth rates.

The upshot: luxury brands must find new sources of growth—particularly in consumer groups that they typically have not reached before. Digital can make a transformative difference in their ability to reach and retain such customers. Luxury goods and services are now sought, sampled, and purchased in very different ways than they were in the past; consumers expect

efficient e-commerce, engaging and exciting interactions on social media, and multiple channels through which to interact with brands.

But for many luxury firms, digital is a hard new reality. They cannot control what, when, and how vociferously consumers talk about their brands on social media. They can do nothing about the ubiquity of information or the instantaneous price comparisons it enables. They have to confront the new tension between their traditional world of exclusivity and the web world of

access for everyone.

Moreover, brands cannot delay the move toward more virtualized interactions with consumers; although consumers will still want to interact physically with luxury products, they see virtual experiences as a path to more immediate gratification. So brands should likewise value digital technologies as a way to extend and individualize their services far beyond the store.

The fact is, digital is an inevitable, inescapable business shift. New research from BCG indicates

Luxury lags other consumer sectors when it comes to understanding and applying digital technologies.

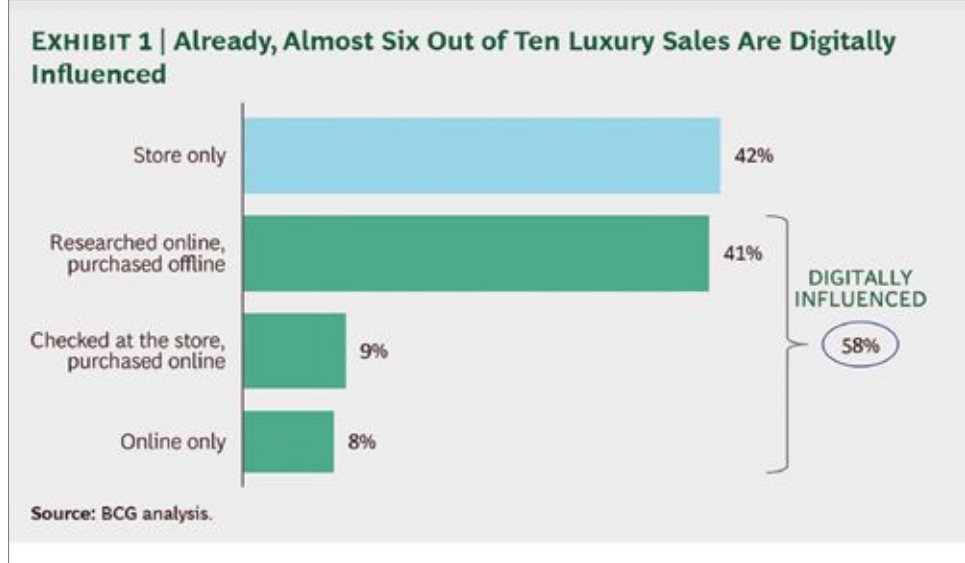


that already today, almost six out of ten luxury sales are digitally influenced. (See Exhibit 1.) The research (a survey of approximately 10,000 consumers in ten countries plus interviews with industry leaders) also found that online commerce, which now accounts for 7% of the global personal-luxury market, will grow further to make up 12% of that market by 2020.

Furthermore, digital is changing the very shape and composition of the luxury sector. It has already birthed new products, novel business models, and new channels. The Apple Watch Hermès is a good example of new partnerships brought about by digital. Birchbox, whose subscribers receive a box of selected beauty products each month, helped pioneer a new business model in luxury. And Net-a-Porter, in creating a global online luxury retailer and fashion magazine, illustrates how digital is reshaping distribution channels.

Consumers' expectations are rapidly being raised by moves like these—and by a host of innovative digital initiatives coming from the wider world of consumer goods and retail brands with which consumers interact every day. Near-instant feedback, the ability to order quickly and easily online, the push for faster and faster delivery—these are just some of the factors that affect consumers' purchase decisions today.

Luxury consumers have especially high expectations, and brands that fail to keep up with what consumers want now will quickly lose competitive advantage. Their leaders must understand how digital is changing their markets. Gone are the days when luxury revolved around traditional marketing and face-to-face interactions exclusively at the store. (See Exhibit 2.) Not only does the business of luxury



now include e-commerce and social media, but also it requires brands' executive teams to ensure much more integration across a brand's once-separate departments.

**Not the Consumers (or Channels) You Thought You Knew**

For evidence of how urgently luxury brands need to shift in the digital direction, look no further than the demographics. Millennials (loosely defined as those in their middle twenties to early thirties) are quickly becoming a huge group of consumers—more than 2.3 billion strong, making up about 32% of the world's population. And since millennials and other young consumers will be tomorrow's buyers of luxury goods, it's important to track their attitudes and behaviors.

It's no surprise that these consumers have markedly different values than their parents

and grandparents. BCG's study shows that they place a much higher premium on experiences than on things—the upscale safari rather than the watch or the car—reinforcing the idea that brands must think beyond products. Younger consumers also stand apart in how much the web is part of their shopping behavior and how much they share their opinions online: 60% rate products on the web, 60% upload content about products and services, 45% check prices via mobile (even while in the store), and 43% look for promotions online (likewise while in the store).

But younger consumers are by no means the only ones pulling luxury brands toward digital. Fully 75% of baby boomers and older people who buy luxury brands say they are ready for Omnichannel interactions, compared with 86% of millennials. In some

**More & More leading luxury brands are recognizing the urgency of digital push.**

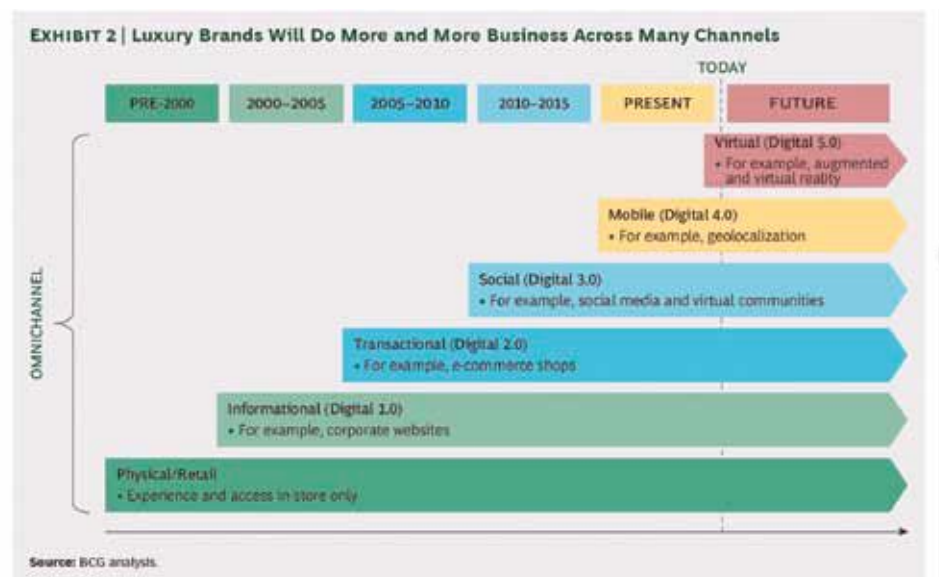
markets—notably Japan and Russia—BCG found that older generations are the heaviest online shoppers for luxury goods and services. In fact, digitization now affects all consumer segments. Overall, more than 40% of consumers expect to be able to have two-way interactions with brands—at the very least, sharing feedback and opinions

and, when necessary, speaking with online service reps and getting instant replies to their questions. The consequence for brands: they can no longer rely on “push” marketing alone.

Our study also showed big geographic variations in the digital “maturity” of luxury consumers. The US and UK are the furthest along: at least two-thirds of luxury shoppers in







**Social Media  
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attitudes  
toward a  
brand and its  
products.**

friends to solicit their opinions.

Moreover, every touch point contributes to—or detracts from—the customer’s overall perception of the product or service being offered. If a luxury product shows up in oddly irrelevant digital channels, or if additional information about the product is difficult or awkward to obtain online, those experiences will diminish the desirability of the product itself.

these two countries bought their last product online, researched it on-line and purchased it in a store, or viewed it in a store and then bought it (or a similar model) online. Interestingly, Italy and France, the two nations most closely associated with luxury fashion, still strongly emphasize the in-store experience. In France, for instance, only 31% of the shoppers surveyed said that they researched their last luxury purchase online and bought it in a store, compared with 47% who did so in the US and Brazil and 46% who did so in Japan.

At the same time, consumers are ready for Omnichannel interactions with luxury brands; our research indicates that fully 80% of consumers actively expect this. (See Exhibit 3.) Omnichannel does not just mean the option of shopping online rather

than in stores, even though e-commerce is indeed surging in most luxury sectors in many countries. Rather, it means a customer experience that is seamlessly integrated across all touch points. Shoppers want integrated delivery service (31% of those surveyed), the same promotions and rewards regardless of channel (24%), and a consistent brand image (22%), among other factors.

In most cases, the Omnichannel world that luxury brands now confront means many more touch points between brand and customer, making the path to purchase more variable and individualized. (See Exhibit 4.) Channel switching is common among many segments of the luxury-buying population. Millennials are not the only ones comparison shopping in the store, capturing QR codes, and sending photos to

Of course, putting the spotlight on Omnichannel does not mean ignoring websites. As the importance of brands’ sites declines (only 29% of consumers surveyed in 2015 who shopped online purchased from a brand website, compared with 38% in 2014) and that of online marketplaces and department stores grows (up 5 and 3 percent-age points respectively, over the same 12 months), it is imperative that brands find new ways to improve their websites, using them to make the brand more engaging (with continually updated content, for instance) and ensuring that their customers have equally good experiences on the websites of the brand’s partners.



### The Urgency of Reaching New Consumers

More and more leading luxury brands are recognizing the urgency of the digital push. They are beginning to see that digital activism is essential if they are to appeal to tomorrow's luxury consumers. While it is true that, overall, the industry's embrace of digital lags that of other consumer sectors, some brands are mastering mobile and social media, continually experimenting, learning from those experiments, and putting the best lessons into practice. Few brands have pushed as far and as fast as Burberry, which a decade ago shifted its entire business strategy to digital. Burberry makes full use of technology to ensure a rich experience both online and at the store. It is a master of social media marketing and storytelling, as proven by more than 42 million followers across 20 global platforms. Recent partnerships with Snap chat, Google, DreamWorks Animation, Integra, and Apple TV have allowed the company to interact with its audience globally.

Burberry was one of the first players to turn runway shows into digital happenings. The company uses the buzz around the events to animate its customer base, interact with and strengthen relationships with customers, and woo new ones.

Burberry is not alone in its digital drive. Saks Fifth Avenue has its successful #SaksAtTheShows campaign, which streams live videos on the retailer's site and uses artful watercolor illustrations to convey its signature style. And Louis Vuitton has been winning plaudits for its digital customer experience and for engaging with consumers through its City Guides travel app.

### The Need for a Digital Mindset

So what must the leaders of luxury brands do differently now? First, they have to accept that managing the customer's total experience of the brand is what counts today. They must then

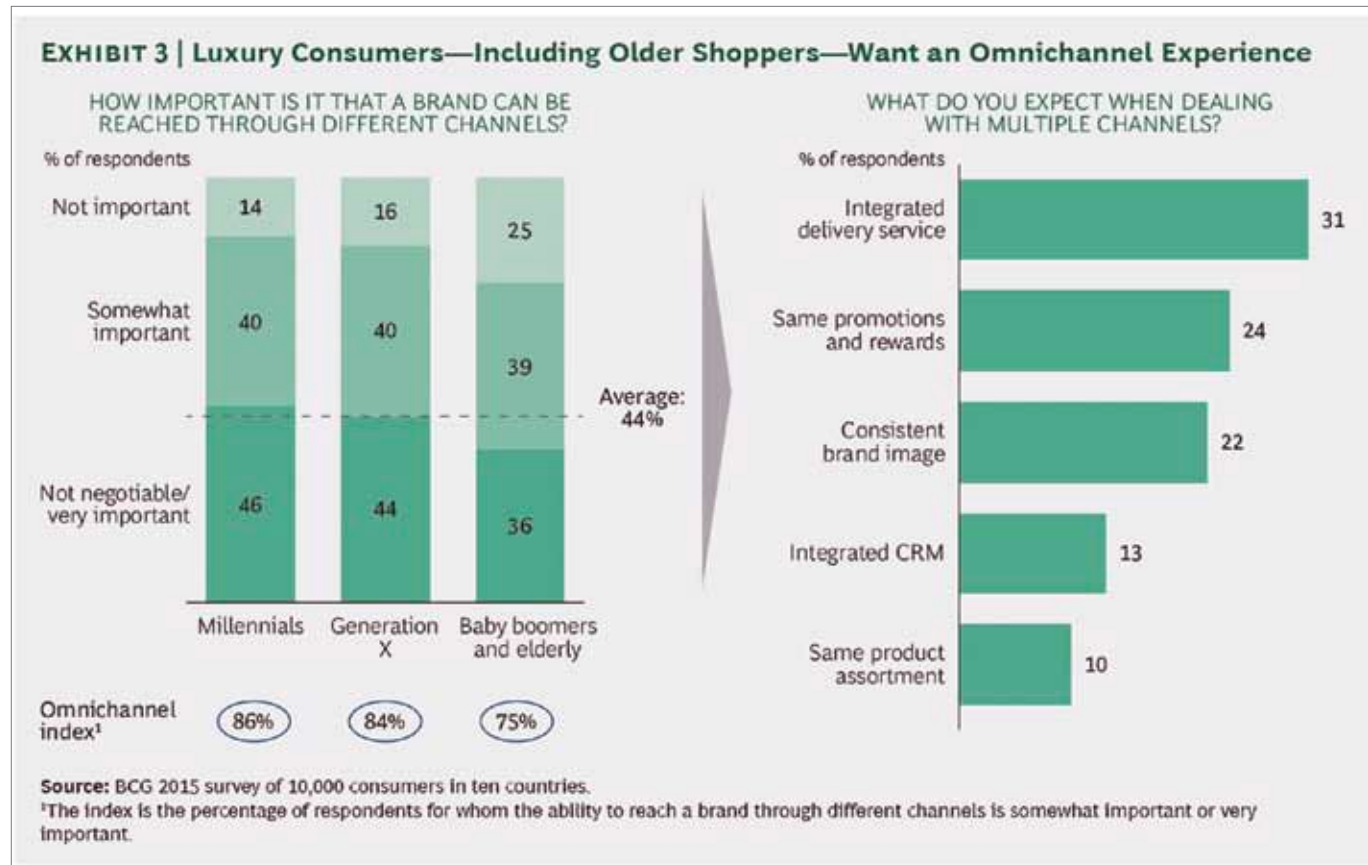
understand the impact that digital already has, and will have increasingly, on their businesses. There are eight areas in which they need to act on that understanding, shifting from a mindset that sees digital as threat to one that sees it as an opportunity.

**Strategy:** The leadership team must gain a thorough understanding of how digital technologies affect and drive the company's business model. Designing a digital strategy—or, more accurately, redesigning the business strategy with digital in mind—means moving from a mindset of control to one of agility. Leaders must take a flexible approach to strategy that allows the company to react nimbly to customers' fast-changing needs. As noted earlier, Burberry has done this and excelled.

**A basic proof point is whether customers can easily exchange a physical store a product bought online.**

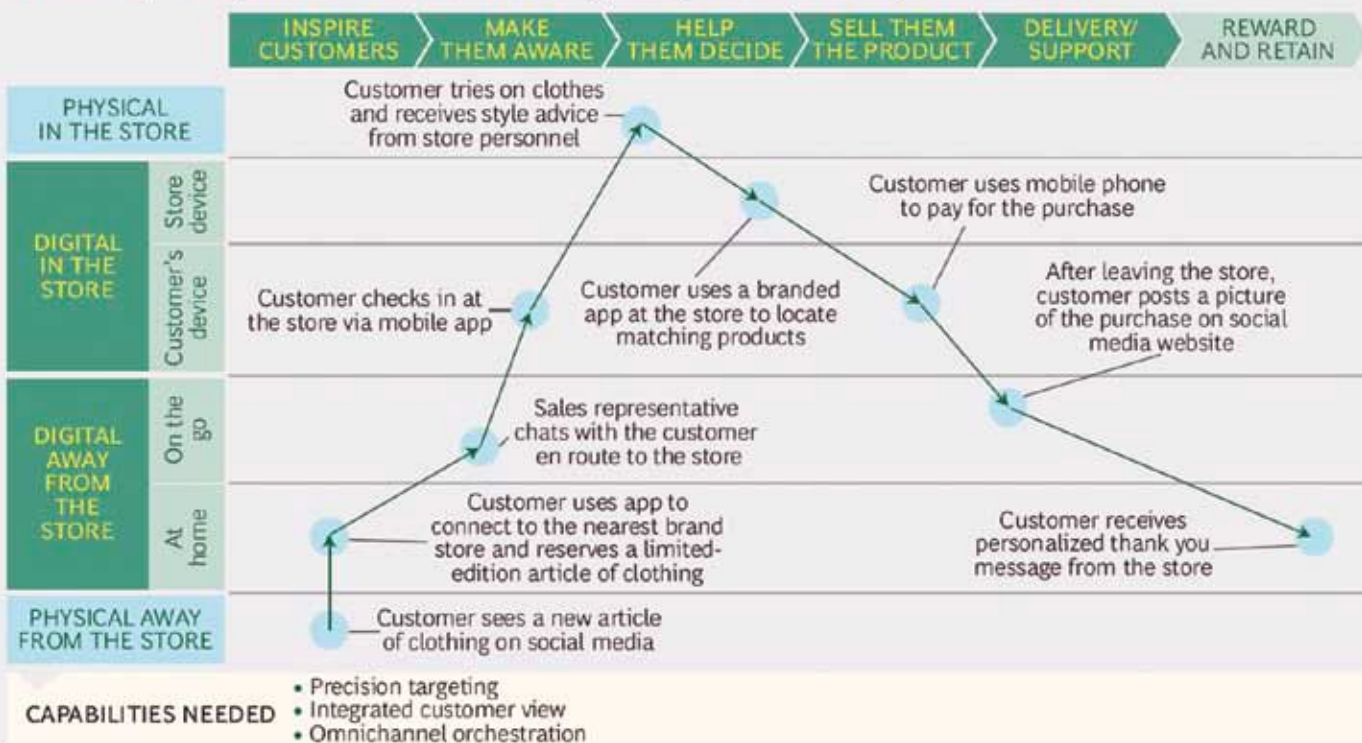
**Consumer Insight:** Executives must understand how their companies can leverage big data to better know their customers, apply the insights gained across the entire value chain, and create personalized customer experiences. They can build the necessary capabilities using big data analytics tools such as Infegy Atlas and Brandwatch—so ware designed to reveal how people truly feel about topics being discussed on social media.

This approach shifts the emphasis to discovering patterns and deriving insights from numerous potentially unrelated data sets. For example, social media listening makes it possible to understand, on a worldwide scale, consumers' attitudes toward a brand and its products and to identify, within seconds and in real time, key purchasing factors or customer pain points. A company that masters social media





## EXHIBIT 4 | Today's Omnichannel World Typically Involves Many Touch Points



Source: BCG analysis.

listening can then initiate countermeasures, in the case of service failures, and identify opportunities to delight customers—for example, by accommodating a valued customer who has a sudden service request.

**Products and Services:** Brands' management teams must understand how digital products and services could enhance the company's value proposition and the customer's experience.

Disney has mastered digital to enhance its offerings in real time. The company equips visitors to its theme parks and hotels, and travelers on its cruises, with the MagicBand, a wristband that enables a range of personalized experiences: for example, greeting the wearer by name, opening the guest's hotel room door, and having the visitor's lunch order waiting at the table. The MagicBand shows how Disney has thought through the multiple interactions that make up the entire customer experience at its attractions.

In the luxury world, the partnership between Hermès and Apple is a nice example of a luxury brand thinking beyond its industry and harnessing the power of a broader business ecosystem to create additional value. This requires brands to retain traditional "high touch" customer interactions while enhancing and scaling them with technology. Partnering with a

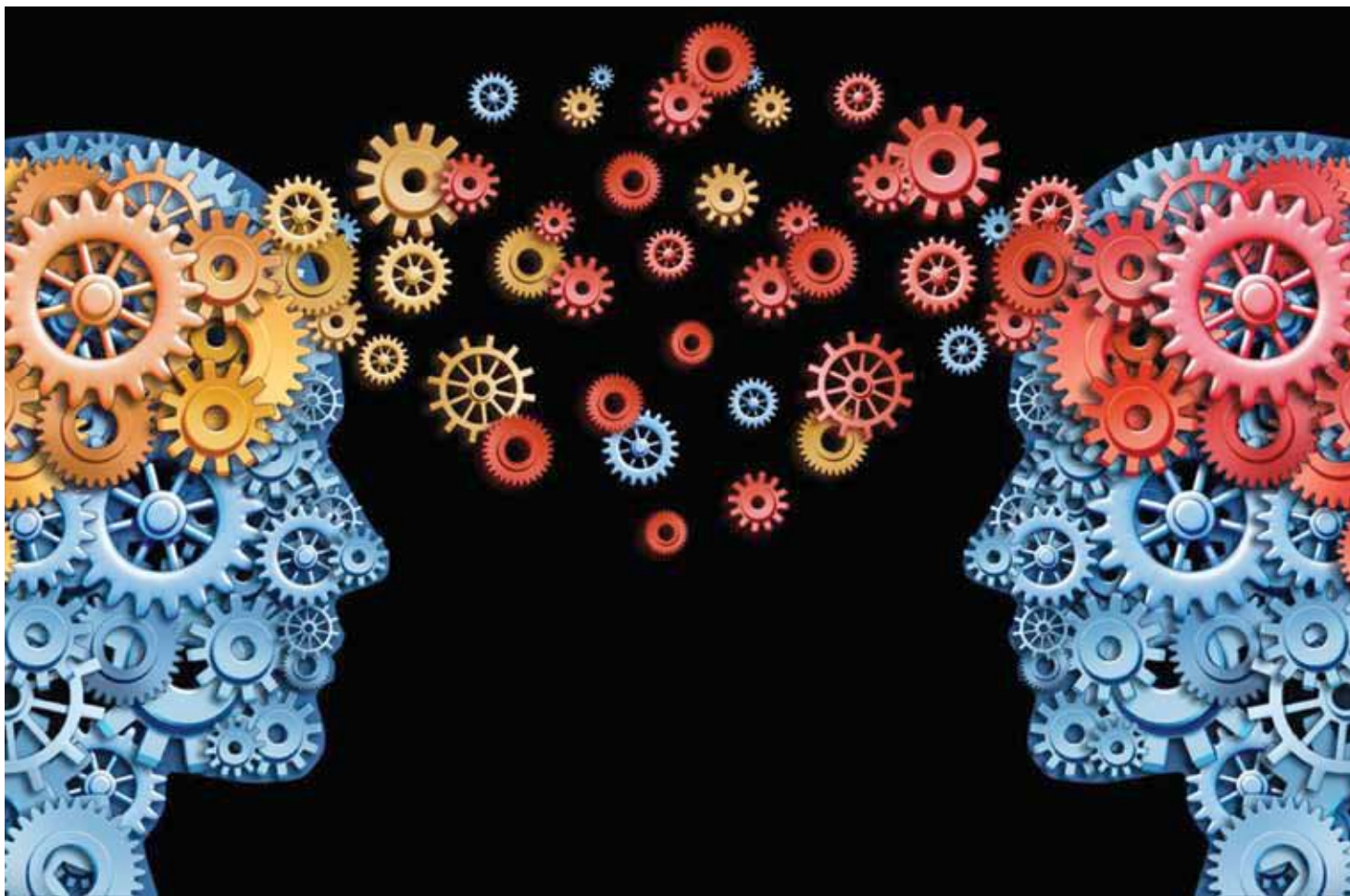
technology player could be an interesting way for traditional luxury brands to add a digital element to their product and service offerings without building deep technology expertise in-house. For technology companies, such partnerships can be a great opportunity to enhance their products with the aura of a luxury brand.

**Marketing and Branding:** The marketing chief must have the job of leveraging new technologies to build the brand online and enhance traditional campaigns with more precise targeting. This entails a shift from simply targeting consumer segments to creating offers for individual customers—on the basis of data from the CRM system, for example. A detailed understanding of customer values, preferences, and behaviors, drawn from purchasing patterns and other interactions with the brand, makes it possible to better anticipate customer needs and initiate personalized conversations. This means more than the straightforward selling of products; it involves building emotional connections with customers based on shared interests and broader opportunities for interaction. It could mean, for example, an exclusive invitation to a "money can't buy" event or a personal note from the brand's relationship manager offering helpful advice on how to service the product or enjoy it in new ways while on vacation.

Social media listening makes it possible to understand, on a worldwide scale, consumers' attitudes toward a brand and its products. A basic proof point is whether customers can easily exchange at a physical store a product bought online.

**Distribution Channels:** Can the management team orchestrate seamless customer experiences across channels? Does every employee know what it takes to deliver those experiences consistently and repeatedly? What will it take for customers to experience comparably high levels of service at every touch point? A basic proof point is whether customers can easily exchange at a physical store a product bought online. If that simple benchmark cannot be met reliably, the management team must find ways to ensure tight collaboration across disparate business functions, from product development to customer service.

Sephora has mastered Omnichannel with an array of online and mobile products that create a rich, engaging customer experience. For example, there is My Beauty Bag, a digital shopping list that augments the shopper's online and in-store purchase history with a product wish list. And the Sephora app enables augmented reality via in-store displays and with Pocket Contour and Sephora Virtual Artist.



**Ecosystems and Partnerships:** The leaders of luxury brands must think in terms of ecosystems and ask which companies would make the best partners. It is crucial to have a clear partnering strategy and to actively manage relationships with a broad set of online players, such as Google, Facebook, and Instagram. One example that luxury brands can learn from is the digital ecosystem created by Nike—personalized products and mailings and cooperation with digital players such as Spotify that enables the company to connect with consumers online and online.

**Organization and Capabilities:** The wrong way to go digital is to set up separate digital units that work in isolation. The right way is to weave digital thinking and actions into the structure and processes of the whole company. The key is to support digitization and experimentation by shifting the organization's mindset from knowing to learning—for example, by combining a top-down design approach with a customer-centric test-and-learn delivery model; by aligning staff incentives with, say, online purchases; or by ensuring the right mix of creative top-down decision making and customer-focused execution.

Digital capabilities represent the “how” part of the equation: building the skills base, institutional knowledge, and business

processes so that digital becomes part of “the way we do things.” That, in turn, means determining which capabilities must be acquired externally and how digital talent can be continuously identified, trained, managed, and retained.

**Operations and Infrastructure:** The CEO must ensure that the company has the capabilities to scale up quickly when a digital experiment strikes oil. It's the CEO's job to push for constructive answers to questions like these: Do we collect and use accurate and actionable data that can deliver consumer insights in real time? Do we have all the necessary data and IT infrastructure to manage our supply chain and inventory in real time? Are we using predictive modeling to guide our business decisions in real time? What level of automation is right for us today—and five years from now? Do we have data security standards that consumers can trust?

Nordstrom was a pioneer in rethinking its operations and infrastructure, systematically transforming its back-end activities to enable digital ways of doing business. At the same time, the company leveraged new digital capabilities while empowering its employees to be even more customer-centric.<sup>2</sup> One example: the retailer integrated its order management and warehouse systems across offline and online channels in order to improve the experience of its customers, making it much easier for them to check

in-store availability, pick up items from and return them to stores, and get live advice on Nordstrom's website.

Luxury brands will be successful only by keeping the customer front and center. With that as a prerequisite, brands must press forward, urgently, with digital initiatives. They can no longer look to emerging markets for dependable growth.

Digital tools, skills, and mindset are the oxygen that will enable them to anticipate and respond rapidly to the expectations of tomorrow's consumers. There are many digital moves that brands can make quickly and at low cost. But they must realize that a complete embrace of digital requires nothing less than a companywide transformation effort encompassing all business areas and all employees. That level of commitment calls for careful, top-down orchestration across the entire business to ensure one brand voice no matter how, when, and where the customer interacts with the brand.

The choice is clear. To embrace digital fully and strategically is to set a course for renewed growth and more predictable prosperity. To ignore it is to signal to stakeholders that they should put their faith—and funding—elsewhere. **SA**



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**ADESH GUPTA, CHAIRMAN, COUNCIL FOR FOOTWEAR, LEATHER & ACCESSORIES (CFLA)**

**ADESH KUMAR GUPTA**  
CHAIRMAN



# "We've talked the talk, now we have to walk the talk."

**ADESH GUPTA**

With retail market uncertainty and demonetization a continuing concern for footwear & fashion businesses, the chairman of, CFLA the first umbrella trade body for footwear and accessories, is fighting the industry's corner.

Such was the popularity of the Council for Footwear Leather & Accessories (CFLA) that at the first meeting of its full membership, chairman ADESH GUPTA ran out of chairs. "We had more than 20 people turning up with out confirmation. There were people who came directly from work. This was one of the things I wanted to achieve – make CFLA a body that had people on it who were actively working in the industry," says Mr Gupta, who led the creation of the trade body in Feb last year.

Later, All India Footwear Manufacturers & Retailers Association and Footwear Wholesalers' Association extended their full support to the Council. A raft of leading industry players were also appointed to the board, including Inderdev Musafir, Vice Chairman, AIFMRA & Chief Executive of M&B Footwear pvt ltd, Rajkumar Gupta, President, CIFI & Managing Director of Action shoes and many prominent brands and retailers.

When launched, CFLA had only a handful of members – but in the lead up to its last meeting, which set out the organisation's strategy, the list expanded wrapping companies like Bata, Woodland, Catwalk, Future Group, Lakhani, Relaxo, Metro, Versatile, VKC, Khadims, Da Milano, and many more, in its folds.

So, what does CFLA do? It is very difficult for individual companies and businesses to resonate their concerns and advocate for policy changes. With issues like GST, for example, it's difficult for individual organisations to influence the Government, but as CFLA, the voice was heard not only by the bureaucracy but also the political leaders and the decision makers," Gupta explains. Referring to the trade body's demand that the Government identifies this sector as a focus sector and sets aside funds to support the domestic industry. Thanks to the CFLA, many State Governments have reduced the VAT rate and states like Jharkhand, Karnataka and Haryana, etc., have identified the sector as one of the priority sectors for development in respective states.

"Upskilling and fresh training as also research and development are fundamental to our industry expeditious growth. While this was coming through various initiatives, it had lost its charter. Through Make in India initiative we have revived the same and tried to lay emphasis on it. ( we already have a leather sector skill council)," he says.

CFLA is also in talks with the Government over conducting a sectoral research study – as a lack of data on clusters and various verticals has eluded the required importance from the policy makers. He explains: "Other countries have recognised retail and footwear industry as a full

fledged sector. Such a study would help the sector gain importance and required funds, which could help in a steady climb in 2018. So a lot of our retail and accessories friends are saying: 'We've invested in expansions but wouldn't it be great to grow more, employ more?'. As a supplier, I would need to enhance my capacities to satisfy the orders. If you can't take advantage of coming out of economic recession, you go back into it again."

#### **Work on war footing**

Adesh Gupta insists the Government is responding to CFLA's calls, but that it is not enough. Yet despite the early success achieved by CFLA like reduction in Excise Duty, VAT on leather and footwear in few states, reinstating of 30% abatement on excise duty, sector being identified a priority sector in Haryana and Jharkhand Gupta knows he must upscale the game, especially when he introduces a subscription fee to members in 2017.

Currently, CFLA is financed by funds from approx 20 executive core members and Gupta has framed quantum of subscription fee will be and what it will be based on. "Should it be based on turnover? On the number of members in each organisation? I don't think it will be a problem because of what we'll offer [to members]," he says.

One of CFLA's biggest assets is its members voluntary support and with office based out of Liberty's premises in Gurgaon- an ideal location Ideally, Gupta would want a separate office and generate funds as income on a long-term basis, while finding a more suitable venue for CFLA.

One of Gupta's next steps is to get as many members from manufacturing clusters, retail and accessories sector. "It's good to have retailers of your brands involved and many brands have own stores too."

It's a challenge that Gupta is up for – this and whatever else may come his way. "We need to give people a reason to stay, to feel it's worth paying towards," says Gupta. "We've talked the talk, now we have to walk the talk."

#### **Highlight of budget on footwear sector**

- ▶ A Financial package/ scheme for creating employment in the leather and footwear industries along the lines of textiles sector to be launched soon by the Govt.
- ▶ Ease of doing business.



- ▶ Limit of duty free import of eligible items for manufacture of leather footwear or synthetic footwear or other leather products for use in the manufacture of said goods for export has been increased from 3% of FOB value of said goods exported during the preceding financial year to 5% of FOB value of said goods exported during the preceding financial year
- ▶ Incentivizing domestic value addition, 'Make in India'
- ▶ Reduction in Customs duty on inputs and raw materials to reduce costs
- ▶ The BCD has been reduced from 7.5% BCD – 2.5% on Finished Leather (Vegetable tanning extracts, namely, Wattle extract and Myrobalan fruit extract)

## Q&A

### Whats your opinion on GST rates for footwear?

Considering the importance of the sector in employment generation particularly for women, and the economically weaker sections as also the underprivileged persons, CFLA has been demanding a priority sector status for the footwear sector at par with textile and apparel and a merit rate of 5% under the GST regime. A higher rate would be inflationary.

### What initiatives has the council taken on GST?

The CFLA has been engaging with the Government at the Centre and at the state level for resonating its demand for merit rate of 5% on footwear with no exception or distinction between leather and non leather footwear. We have met hon'ble Finance Minister, Secretary, Finance, CMs/ Deputy CMs and other senior bureaucrats of state government of various states like Delhi, Haryana, Jharkhand, Karnataka, Punjab and have presented to them statistics of Excise and VAT collected nationally which is not even 2.4% per cent of total tax revenue. Hence a 5% GST is ideal for industry as well as revenue neutral for the government.

### How did your journey in the footwear business begin?

Liberty Shoes have been fashioning footwear, for well over 50 years now, for the style-conscious people around the globe. The journey started as a small shoe manufacturing unit in Karnal, manufacturing a humble 4 pairs a day. Today, manufacturing 50,000 pairs a day under ten brands and being one of the leading manufacturers in the leather footwear industry in India. The

company has 400 exclusive showrooms across India, and presence in more than 25 countries. I joined the group in 1982 at the shop floor and progressed to become Director in 1990 and Executive Director in 2001 before finally taking up the challenging role of the Chief Executive Officer of the Liberty Group in 2004.

### Your proudest moment

The day Liberty management anointed me the CEO of the company in 2004

### Which is your favourite store besides your own? No of pairs on your personal shoe rack

CHURCH'S OF LONDON is by far my favourite destination for shoes. Well, being in the footwear trade and having a fetish for shoes, I have 30 plus shoes for every occasion. They say : A man's personality can be gauged from the shoes he wears.

### Two footwear brands that you aspire for?

- ▶ **BELLUTI** has become synonymous with quality, durability, and credibility. The innovations and contributions have never stopped at this brand.
- ▶ **GUCCI** captures the eyes of anyone who likes to keep a finger on the pulse of fashion trends. Each collection is an original. Each shoe is designed to feel as good as they look.

### Someone in the business of shoes who you look up to?

**THOMAS BATA.** Every entrepreneur needs an example to look up to—someone whose story resonates with your own and inspires you to reach even greater heights. I personally resonate with Thomas Bata because I admire his ability to lead and manage people.

### Three main problems hampering the growth of footwear retail

- ▶ High dose of excise and VAT (Taxation);
- ▶ Archaic labour laws;
- ▶ Human resource crunch; and skills gap.

### Any interesting anecdote on your journey

A two words success story "Work Works". **S&A**



# BECOME A MEMBER

ADDRESSING IMPACTING ISSUES FROM A COMMON AND COORDINATED PLATFORM, AND ENDEAVOUR TO DELIVER ACTIONABLE INTELLIGENCE AND PRACTICAL SOLUTIONS.

## Mission

To be an enabler for the domestic footwear, leather and accessories manufacturing and exports industry, to strive for a vibrant and globally-competitive industry that contributes to sustainable development through value addition and job creation.

## Vission

To be an entity with deep industry insights and engaging relationships with all stakeholders in footwear leather, accessories, and components industry, together aiming for a more structured and growth oriented industry.

## BENEFITS OF BECOMING A CFLA MEMBER

- Incomparable insights into the Indian Footwear, Leather, Accessories and Components industries
- Access to actionable intelligence and team of experts to address regulatory issues at the centre, state and local levels
- Part of a common and coordinated platform to discuss critical and impacting issues facing the sector to arrive at practical solutions
- Part of advocacy and unified compelling voice in New Delhi
- Networking opportunity to interact with fellow industries, key government officials and strengthen relationships
- CFLA delegations and meetings with Decision Makers and international tours/ visits to sector clusters and hubs around the world/ buyer - seller meets
- Share and receive information on best practices from fellow industry and similar sector focussed councils from around the world
- Influential government lobbying focussed on defined priorities
- Opportunity to enhance and develop niche markets

Policy advocacy

Business & Knowledge Services

National and international events

Networking platform

CFLA MEMBER

## MEMBERSHIP FEE

### Ordinary Members

Manufactures of Footwear, Leather and accessories and components thereof with a minimum of 5 crore worth domestic sales turnover in each of the preceding 3 Financial years or such amount of domestic sales turnover as may be determined by Managing committee from time to time and having at least 50% of its sales turnover from the domestic sales in the previous financial year

### Associate Members

Any merchant or trader or exporter or distributor or dealer of footwear, leather, accessories and components thereof or other trade bodies or chambers of commerce and industry in India who are promoting and representing footwear, leather and accessories and components industry or a manufacturer not covered under Ordinary Membership criteria or multinational corporations in India / Indian companies / Indian Firms / Indian Liaison offices who have direct or indirect relationship with foreign companies / foreign firms / foreign persons either by virtue of shareholding or management interest or otherwise in the entity in India

Entrance Fee: Rs 5000/- (one Time)\*

For details of annual subscription fee, please contact Membership ([membership@cfla.co.in](mailto:membership@cfla.co.in); 0124 -4646200 - extn 105)

**CFLA**  
COUNCIL FOR FOOTWEAR LEATHER & ACCESSORIES

## COUNCIL FOR FOOTWEAR, LEATHER AND ACCESSORIES

(Established under the aegis of DIPP, Ministry of Commerce & Industry, Government of India)

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Hello



# Summer

**Let's have some fun in the sun**

— Curated by: Dipika Chopra







**Made for sunny days**





**Less monday more summer**



**It's a state of mind**





**Everyday is a step closer to summer**



**Sunshine is my favourite accessory**





**Summer is a state of mind**





**Girls just wanna have sun**





**Say yes to new adventures**





Power of white





**Blue skies, white shorts and salty tan legs...**





# Shoes of Pure Love

While a good pair of shoes always left **KAVITA SHARMA** starry eyed, often not being able to find the right pair, made her realize how deep her love for shoes was. She who would get what women wanted from a pair of shoes. Then one day, she decided to leave her 10-year long career in media to pursue her lifelong love for shoes and passion to bring comfortable, stylish and yet affordable shoes to all, Only Two Feet. In an interaction with **S&A**, she said, my shoe lust took me to the mecca of fashion- Milan, Italy where I studied footwear designing and collection development at ArsSutoria School.





### **Idea of the label**

Shoes for some, pure love for me. Just like most affairs, this one too started with infatuation, grew into a passion and finally into an obsession. While a good pair of shoes always left me starry eyed, often not being able to find the right pair, made me realize how deep my love for shoes was. To find a well-made, well-designed, well-fitted shoe was next to impossible. How I wished there was someone who would get what women wanted from a pair of shoes. Then one day, I decided to be that person. Decided to leave my 10-year long career in media to pursue my lifelong love for shoes and my passion to bring comfortable, stylish and yet affordable shoes to all. My shoe lust took me to the mecca of fashion- Milan, Italy where I studied footwear designing and collection development at ArsSutoria School. I then studied handmade shoe manufacturing at the 'Footwear Summer School' at the London School of Fashion. I came back and launched "ONLY TWO FEET"

### **Uniqueness**

Only Two Feet offers an exquisite collection of shoes, crafted of the finest material, with impeccable finish. Great quality, comfort and unique styling are what set us apart.



SO FAR WE HAVE PURELY BEEN ONLINE BOTH IN TERMS OF RETAIL AND PROMOTIONS. SOCIAL MEDIA HAS BEEN BIG FOR US TO REACH OUR INTERNET SAVVY AUDIENCE. WE ARE ALSO GOING TO DIVE INTO THE EXHIBITIONS SPACE IN A BIG WAY AS THAT IS THE QUICKEST WAY TO CREATE AWARENESS ABOUT THE LABEL AND REACH IT DIRECTLY TO THE TARGET AUDIENCE.

### Strategy

I decided to begin retailing online on my own website and the leading e-commerce portal- Myntra. However, I do realise that buying shoes online can be tricky; hence I'm soon launching a studio in Mumbai which will also offer bespoke services. Our product strategy targeted to the fashionable and multi-tasker woman of today – shoes that offer a unique blend of style and wearability without compromising on comfort.

### Product range

O2F shoes are classic yet innovative, great quality, stylish, comfortable and affordable across variety of styles (slingbacks, open toe, sculpted back, pointed toe, booties, ballet, thong sandals, slip-ons, plimsolls, stilettos, wedges, block heels, pumps, d'orsays etc), using the highest quality leather, varied textures and prints, across 8 sizes (that few brands offer) and in over 40 unique colors. Our future collections will continue to focus on international trends that suit the Indian market, while sticking to our core values of comfort and quality.







### Audience and regions

Women between the age of 25-45 is our core TG. We are mainly looking at the metros to begin with but I strongly believe that there is a big fashion conscious potential consumer for our label in smaller cities too. With Myntra, we are reaching that audience too now.

### Brand promotion

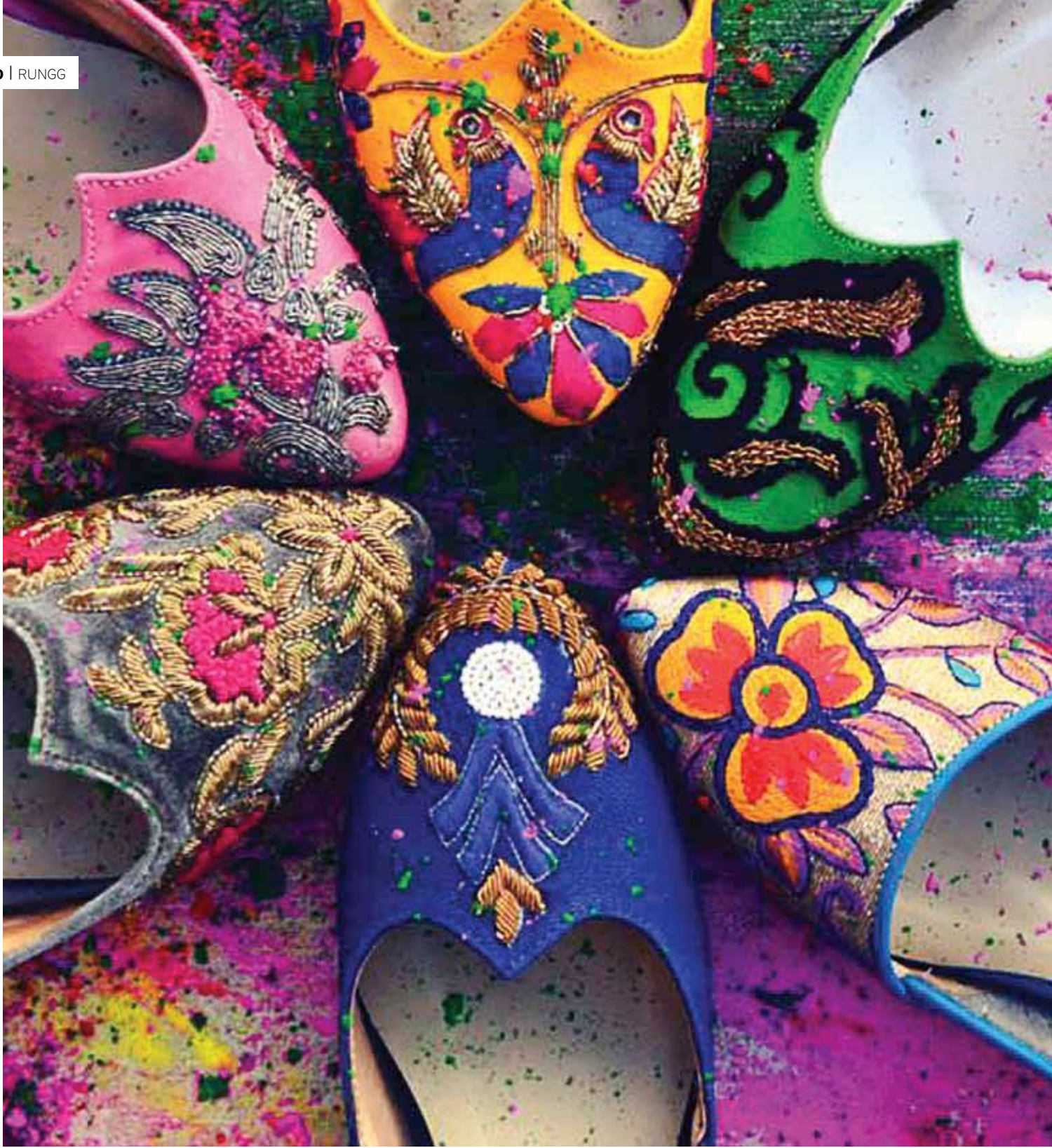
So far we have purely been online both in terms of retail and promotions. Social media has been big for us to reach our internet savvy audience. We are also going to dive into the exhibitions space in a big way as that is the quickest way to create awareness about the label and reach it directly to the target audience. Our studio will create a touch and feel experience for the label along with the added bespoke services.

### Growth

It is still early days for us (we are less than 6 months old) and the growth so far has been purely organic through word of mouth and a dash of social media. We plan to expand our digital footprint by retailing O2F through more fashion e-commerce marketplaces and hopefully expand our studio model to other metros in the coming year. We will never be a mass produced or fast fashion label. Our uniqueness lies in our exclusivity and hence we hope to retain that whilst growing our presence. **SA**

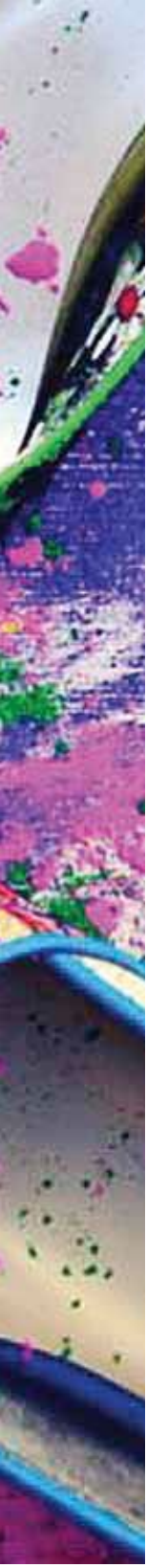






Rungg, means “colour” in Hindi, experiments with bold, bright, and stunning colours shoes. Its signature designs like Pink Flamingo, Love Birds and Mi Amor offer an illustration of joy in colours and love for art. The shoes are handcrafted; with each pair hand-embroidered by artisans using their craftsmanship and skills. We believe that handcrafted designs have the power to enrich lives with beauty and meaning, its Founder & Chief Designer **EKTA SETHI** shared with **S&A**.





# Visibly Colourful



worldwide shipping policy, we deliver Rungg shoes to customers anywhere in the world.

We employ artisans equipped with age-old expertise in hand-embroidery and shoe craftsmanship. We manufacture our shoes in batches of small quantities with a focus on “exceptional” quality. Empowering women is also one of our core values.

### DNA of Rungg

Rungg was born with my passion for art and tradition. We take great pride in the intricate embroidery details that are being handcrafted by our artisans; that is by far our key distinction, and we love it. Our designs incorporate the age-old tradition and heritage of the Zardosi, Dabka, Aari, but it also brings a contemporary flair using eclectic and playful colours across our designs: pink, bright yellow, parrot green, white, and on it goes; we love to play with colours, hence the name Rungg.

Another core aspect to our brand is that we use only vegan materials, we don't use any leather; be it uppers or components in our shoes. We source premium quality vegan materials from across the globe. As a result, we take a lot of pride in the overall experience we sell to our customers, from craftsmanship to components, our awe-inspiring packaging and our continued customer service. We don't want to just sell shoes, we want to build a lasting relationship.

### Ensuring quality and unique designs

We take quality as our utmost priority. It's not just what you see on the outside, it's what's inside that counts; we ensure all the components that we use in our shoes are of premium quality so that the end product is amazing.

### Origin

Rungg was born out of passion to create beautiful shoes with visible handcraft, and yet fashionably comfortable. I imagined the “brand” while attending fashion design at Kent State University, and finally conceptualized the brand during a branding study at Stanford in 2013.

With an impassioned interest in art and a desire to create, I and my husband moved to India to kickstart the brand and began the journey of handcrafting shoes. Having lived in the US for over two decades and traveled around the world, we bring a global perspective to the designs, passion, and business acumen. And with our free





We have some of the best artisans who craft beautiful artwork and ensure that we use the best quality of materials for our embroidery. Our components are chosen from accredited vendors and go through multiple iterations of prototyping and trials before the actual design is launched in production. Members of our team wear and rigorously test new designs for longevity, quality and design elements.

We are not in the business of mass-production, we craft beautiful handmade designs. With our small batch production approach, we ensure that when our customers get a Rungg shoe; that they are getting something special that has been created out of a lot of love and care.

### **Retail strategy and footprint**

Our retail strategy is primarily online. Being an exclusive brand in the premium segment, we have partnered with some selected retail fashion stores. However, to-date our main focus has been online.





**WE USE ONLY VEGAN MATERIALS - WE DON'T USE ANY LEATHER - UPPERS OR COMPONENTS. WE SOURCE PREMIUM QUALITY VEGAN MATERIALS FROM ACROSS THE GLOBE. WE TAKE A LOT OF PRIDE IN THE OVERALL EXPERIENCE WE SELL TO OUR CUSTOMERS - FROM CRAFTSMANSHIP, COMPONENTS, OUR AWE-INSPIRING PACKAGING AND OUR CONTINUED CUSTOMER SERVICE.**



**Online Vs offline**

With the world heading towards a digital footprint, we certainly are not behind. We take our online presence quite seriously and our e-commerce website is a very important retail point for us. We have access to a global customer base, and it continues to grow. Currently, we offer free shipping to our customers globally and that has been very well received.

**Challenges in the industry**

Quality versus quantity is one of the biggest challenges that I see in our industry. A lot of brands end up focusing on numbers and stray from the "quality" focus they once had. And probably a trickle effect from the manufacturers that again have a direct focus on the quantities and numbers. Finding manufacturers with a strong focus on a quality end-product is challenging. Also being a woman entrepreneur has not been easy and it's an everyday fight: people think a woman as a hobbyist than as a true entrepreneur. But I love what I do everyday, and I won't give it up for anything.

**Rungg in five years**

I see Rungg as a global brand, one that is distinctively known for its hand-embroidery and eclectic colors. I want to see Rungg in a number of luxury designer stores across the world. Certainly, we are going to continue our partnership with some of the big e-commerce platforms that cater to a premium customer base. We hope to start a collection for Mens soon. **S&A**







Deepica Krishna & Dr Tarang Krishna



Deepica Krishna, Sonal Chauhan, Ameesha Patel, Shiv Khera, Dr Tarang Krishna and Husein Kuwajerwala

# Because we care

**Deepica Krishna hosts Celebrate Life Season 3 'The Lavender Ribbon Fiesta' – an initiative for cancer awareness**

A classy and exclusive fundraiser, 'The Lavender Ribbon Fiesta' brought together revered names from India's fashion fraternity and International luxury brands to mobilize funds, which are directed to help underprivileged cancer patients.



Ameesha Patel



Deepica Krishna, Husein Kuwajerwala & Dr Tarang Krishna



Husein Kuwajerwala



# Celebrate



Joy Mitra



Neha Sawhney Gupta,  
Priyanka Bindal, Pooja  
Gogia & Nikhita Tandon



# Celebrate

Sonal Chauhan

In its third season, 'Celebrate Life' served as a platform for Delhi's niche luxury segment to join hands for cancer awareness and to support those in need. A classy and exclusive fundraiser, 'The Lavender Ribbon Fiesta' brought together revered names from India's fashion fraternity and International luxury brands to mobilize funds, which are directed to help underprivileged cancer patients.

The splendid evening saw multi-designer 'Power Walk' showcasing exuberant collections by leading designers Joy Mitra, Nikhita Tandon and Nitya Bajaj, accessorized with elegant precious jewelry by Shri Hari Diagems. The fashion showing was followed by a silent auction featuring renowned designers, accessory labels and international brands, brought together by Deepica Krishna under the umbrella of 'The Lavender Ribbon Fiesta'. Seen at the event were the crème de la crème of Delhi's social glitterati, such as Pooja Gogia, Neetu Thadani, Gaurav Lakhani, Mallika Jain, Dharna Hassija, Sonali Bhasin and Poonam Bhagat, Teresa Beckwith, Lisa Blazer and Nahok Fujiwara amongst others.

Unfeigned and meaningful, the evening also saluted cancer survivors with an inspirational talk by Dr. Tarang Krishna on how to thrive and find inspiration through a life changing illness. Dr. Tarang, an esteemed and highly respected doctor has effectively worked towards helping innumerable patients through Immunotherapy, with a highly impressive success rate with patients responding to therapy, even in advance stages. **SA**



Sunayana Chibba



Pooja Gogia & Neha Sawhney Gupta



Sonali Bhasin & Dharna Hassija



Nitya Bajaj & Deepica Krishna





Sonal Jindal



Anupam Gulati , Anjali, Rajesh Tiwari & Vipin Chopra

# The Big fashion party MEDUSA

The exhibition showcased top established and budding designers like Nikhita-Mynah Designs, Karn Malhotra, Tanieya Khanuja, Hera by aj, KM by Kanika Manchanda, Angel Artmiss, Jewel Thief and many more.



Karn Malhotra Designer



Bela Madan



Parull Mahajan

Shanaz Hussain

Ratan Kaul





Ratan, Saraswati & Udit Jain



Sanjay



Raka Singh and Jan Luykx Ambassador of Kingdom of Belgium



Jasmine



Ramola Bachchan



Anju

**T**he capital experienced the most talk of the town Fashion Exhibition "MEDUSA" by Sonal Jindal-India's Exclusive Fashion and Accessories Lifestyle Exhibition with a special edition of the designer wear collection this year that keeps in mind the shopping needs of fashionistas at the Embassy of Belgium.

On the occasion Raka Singh and Jan Luykx Ambassador of Kingdom of Belgium welcomed guest from many embassies. Some of the esteemed guests who were present at the event were Shahnaz Husain, Ramola Bachchan, Rajesh Tiwari DG Indian Centre CSR, Ambassador of Kyrgyzstan, Ambassador of Sri Lanka and Ambassador of Slovenia.

The Exhibition showcased top established and budding Designers like Nikhita-Mynah Designs, Karn Malhotra, Tanieya Khanuja, Hera by aj, KM by Kanika Manchanda, Angel Artmiss, Jewel Thief and many more.

With over 71 Fashion Designers exhibiting their latest design collection, there's plenty for you to feast your eyes on. From the hottest in-trend accessories, footwear to must-have apparel, the exhibition is guaranteed to be a heaven for Fashionistas.

According to Entrepreneur Sonal Jindal, "Medusa exhibition brings together the best of designers and clientele looking only for exclusive and classy; innovative and elegant, trendy fashion as befits their status and taste. We aim to showcase only the finest and offer eclectic collection for visitors. We have been getting an overwhelming response for Medusa, as we saw a lot of buyers coming in to shop at our last exhibition. We are now gearing up for more seasons; where in lots of designers are coming up with new trends in their creativity."

Fashion industry is a global industry and is one of the fastest emerging industries of India. The industry has made an outstanding performance in the recent years and has the potential to make a mark internationally. Acting as a platform for emerging trends, the Medusa is widely regarded as the place to be to find the industry's existing and next big thing that always attract the attention of buyers. Customers can expect to be dazzled by work that uses an intriguing array of traditional and innovative materials and techniques to reflect contemporary fashion. **SA**



Anjali Kathulia & Parull Mahajan



Sunny Singh & Shivkaran Singh



Angel



Ambassador of Kyrgyzstan, Ambassador of Slovenia & Parull



Mamta





# IILF 2017, CHENNAI A Resounding Success

After attracting a large number of business visitors from India and overseas, the flagship event of India Trade Promotion Organisation (ITPO) and the Indian Leather Industry, India International Leather Fair 2017 (February 1-3) concluded with a successful note at Chennai Trade Centre, Chennai, Tamil Nadu.



**T**he India International Leather Fair (IILF) Chennai is the most well-known leather trade event of India. IILF-Chennai presents a comprehensive range of products and services relating to leather industry. Finished Leather, Leather Garments, Leather Goods, Footwear, Footwear Components, Machinery, Chemicals, Fashion Accessories, Publications, etc. were on display at the Fair. The 32nd edition of the IILF-Chennai had 460 exhibitors participating in an area of 10000 sq. mtrs in the fair. Its overseas participants from Andorra, Australia, Bangladesh, Brazil, China, Columbia, France, Germany, Italy, Lithuania, New Zealand, Portugal, Russia, Saudi Arabia, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, The Netherlands, Turkey, UAE, and United Kingdom. Significantly, China, France, Germany, Italy and Brazil are setting- up their National Pavilions.

This 32nd India International Leather Fair (IILF) was inaugurated by K.C. Karuppanan, Minister, Department of Environment, Government of Tamil Nadu on January 31, 2017. Besides, senior officials from Government of India and Indian Leather Industry are also expected to participate in the inauguration function.

Significantly, the fair is approved by the Union des Foires Internationles (UFI) - the Global Association of the Exhibition Industry. The fair was organized by ITPO with support of CLE, CLRI, ISF, IFLMEA, FDDI, AFCAMMI and IFCOMA.

Approximately, 15,000 business visitors paid their visits to this three- day specialized event which highlighted the latest trends of the leather industry as well as quality products with new colours and forecasts. According to the preliminary reports, brisk business, collaborations and joint ventures were reported in different stalls. The visit of foreign visitors include from Australia, Bangladesh, Brazil, China, Colombia, France, Germany, Italy, Lithuania, New Zealand, Portugal, Russia, Saudi Arabia, Sri Lanka, Spain, Switzerland, Taiwan, Thailand, Netherlands, Turkey, UAE and UK.

Out of 450 companies from India and 23 countries, most of the participants have evinced their keen interest to participate again in the next edition of IILF Chennai (February 1-3, 2018).

An exclusive fashion show was organized by FDDI with the support of ITPO highlighted an impressive collection of designs of the upcoming designers. Featuring an overview of a greener leather sector, the theme pavilion titled "Enabling Leather" by ITPO, CLE, CSIR-CLRI. The theme remained extremely

meaningful in propagating the eco-friendly concern of Indian Leather Industry, new trends and forecast for MODEUROPE Summer Fashion collections 2017-18.

In view to provide further fillip to the Indian Leather and allied industries, ITPO has geared up to hold the 22<sup>nd</sup> India International Leather Fair (February 26-28, 2017) at Milan Mela Fair Grounds, Kolkata. The display profile covers Leather Wallets, Handbags, Portfolios, Travel Bags, Industrial Gloves apart from the other leather products. The fair is being organized by ITPO with support of Department of Commerce and Industry, Govt. of India, Government of West Bengal, Council for Leather Exports, Indian Leather Products Association (ILPA), CLC Tanners Association, CSIR-CLRI, and IFCOMA.

### DISTRIBUTION OF CLE EXPORT AWARDS

Council for Leather Exports (CLE) distributed Export Excellence Awards to Indian Exporters for their outstanding Export performance during 2015-16 in different product categories. CLE also honored top women entrepreneurs, who have been actively involved in the export business of value added products. Besides, Brand creation and Promotion awards was also distributed for each product category. With regard to awards in innovative design, CLE distributed the Design and MODEUROPE Awards 2017 on 3<sup>rd</sup> Feb 2017.

## LEATHER INDUSTRY

### Leather Industry continues to be the Focus Sector

The Leather Industry holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings and it is among the top ten foreign exchange earners for the country. With an annual turnover of over US\$ 12 billion, the export of leather and leather products increased manifold over the past decades and touched US\$ 5.85 billion during 2015-16, recording a Cumulative Annual Growth Rate of about 4.69% (5 years). The leather industrial sector comprises tanneries (where raw hides and skins are converted into leather) and factories transforming leather into a variety of consumer products such as footwear, leather garments, leather goods & accessories, gloves. Apart from the quality of raw material, the process of its conversion into leather and, later, of the design, product development and process of manufacture of products play a key role in adding value to it.

The Leather industry is bestowed with an affluence of raw materials as India is having 20% of bovine hides, 7% of world sheep and 17% of world goat population (Source: World statistical compendium for raw hides and skins, leather and leather footwear 1993-2012, FAO, 2014). Added to this are the strengths of skilled manpower, innovative technology, increasing industry compliance to international environmental standards, and the dedicated support of the allied industries. The leather industry is an employment intensive sector, providing job to about 3.09 million people, mostly from the weaker sections of the society. Women employment is predominant in leather products sector with about 30% share.

### Exports of Leather, Footwear & Leather Products

India's Export of Leather and Leather products for Five years are given below:-

Products	2011-12	2012-13	2013-14	2014-15	2015-16
Finished Leather	1024.69	1093.73	1284.71	1329.05	1046.44
Footwear	2079.14	2066.91	2557.66	2945.58	2737.85
Leather Garments	572.45	563.54	596.15	604.25	554.29
Leather Goods	1089.71	1180.82	1353.91	1453.26	1369.00
Saddlery & Harness	107.54	110.41	145.54	162.70	146.38
<b>Total</b>	<b>4873.53</b>	<b>5015.41</b>	<b>5937.97</b>	<b>6494.84</b>	<b>5853.96</b>
<b>% Growth</b>	<b>22.80%</b>	<b>2.91%</b>	<b>18.39%</b>	<b>9.37%</b>	<b>-9.86%</b>

The major markets for Indian Leather & Leather Products are USA with a share of 15.89%, Germany 11.59%, U.K. 11.08%, Italy 6.70%, Spain 5.32%, Hong Kong 4.97%, UAE 3.82%, France 3.66%, China 3.30%, Netherlands 2.92%, Belgium 1.74%, Poland 1.76%, Belgium 1.68% and Vietnam 1.67%. These 14 countries together accounts for over 75% of India's total leather and leather products export. European Union accounts for nearly 56% of India's total export of leather and leather products.

### April-November 2016 vis-à-vis April-November 2016 (Provisional data)

As per DGCI&S provisional export figures, the export of leather and leather products for the period April-November 2016 touched \$ 3855.06 million as against the performance of US 4038.12 million in the corresponding period of last year, recording a negative growth of -4.53%.

An analysis of the above data shows the following:-

S. No.	Pannel	April-November 2015	April-November 2016	Growth %
1	Finished Leather	732.93	610.32	-16.73
2	Footwear	1633.42	1630.55	-0.18
3	Footwear Components/NLF	206.37	209.26	1.40
4	Leather Garments	383.71	369.78	-3.63
5	Leather Goods and Accessories	982.45	940.79	-4.24
6	Saddlery and Harness	99.24	94.36	-4.92
	<b>Total</b>	<b>4038.12</b>	<b>3855.06</b>	<b>-4.53</b>

- ▶ The export performance of leather and leather products for the period April-November, 2016 as compared to April-November, 2015, shows a decline of -4.53%.
- ▶ Footwear Component/Non-Leather Footwear segment has shown a growth rate of 1.40% during April-November, 2016
- ▶ All other product sectors (Finished Leather -16.73%, Saddlery & Harness -4%, Leather Goods 4.24%, Footwear -0.18%, Leather Garments -3.63%) recorded negative growth during the exporting period.

The statement showing export performance recorded during the month of November, 2015 and November, 2016 alone is given below:-

SI No.	Products	NOVEMBER, 2015	NOVEMBER, 2016	Growth %
1	Finished Leather	75.74	74.43	-1.73%
2	Footwear	169.88	186.74	9.92%
3	Footwear Components	20.64	25.22	22.19%
4	Leather Garments	39.05	38.18	-2.23%
5	Leather Goods and Accessories	110.79	116.73	5.36%
6	Saddlery and Harness	10.32	8.92	-13.57%
	<b>Total</b>	<b>426.42</b>	<b>450.22</b>	<b>5.58%</b>

- ▶ The overall export performance during the month of November, 2016 has recorded a growth rate of 5.58% against the performance for the month of November, 2015.
- ▶ Footwear Component/NLF (22.19%), Footwear (9.92%) and Leather Goods & Accessories (5.36%) have recorded positive growth in the month of November, 2016, as compared to November, 2015.
- ▶ All other product segments have recorded negative growth during the reporting month.

### MARKET PROMOTION ACTIVITIES

The Council has participated in 12 International events till January 2017 in the current financial year 2016-17, and proposed to participate in 4 international events scheduled during Feb –March 2017. The countries in which the CLE participated are USA, Italy, Germany, Poland, China, Vietnam, Japan, Australia, Uzbekistan and Bangladesh. For the forthcoming year 2017-18, the CLE proposes to participate in International fairs in USA, Brazil, Chile, Italy, Germany, Spain, South Africa, Australia, Japan, Vietnam and Hong Kong.

In regard to domestic market promotion, the Council participates in the Domestic Trade Fair Events to create awareness and meeting stakeholders of Domestic Industry. The CLE participated in the domestic trade fairs held in all parts of the country viz., New Delhi, Mumbai, Ambur, Chennai, Kanpur & Kozhikode. As in the past the CLE is the main co-sponsor of International Leather Fairs organized by ITPO in India i.e. IILF-Delhi, IILF-Chennai and IILF-Kolkata

### MAKE IN INDIA INITIATIVES

Make in India is a major national programme designed to facilitate investment, foster innovation, enhance skill development and build best-in-class manufacturing infrastructure in India. Leather, leather products and footwear sectors have been identified as one of the sectors for intervention under Make in India programme. Make in India initiative intends to invite both domestic and foreign investors to invest in India. The entire leather sector is de-licensed and de-reserved, paving the way for large domestic and global investments. 100% FDI and Joint Ventures are permitted in the footwear manufacturing sector through the automatic route. No prior approval is required either from the government of India or from Reserve Bank of India. The investors are only required to notify the Foreign Exchange Department of Regional Office concerned of RBI within 30 days of the receipt of inward remittances and file the required document with that office within 30 days of issue of share to foreign investors. The industry friendly Government policy and also the increasing domestic market in India for leather, leather products, and footwear provides immense opportunity to the overseas entrepreneurs and manufacturers to establish their own production units in India or enter into Joint Ventures and Technical Collaborations. The CLE has organized the Make in India Promotion Events for leather sector in Germany, USA, Brazil, China, Italy and Taiwan between Nov 2015 and Aug 2016.

### INDIAN LEATHER DEVELOPMENT PROGRAMME (ILDIP)

The Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Govt. of India has been implementing the Indian Leather Development Programme (ILDIP) for the overall industrial growth of leather sector.

Integrated Development of Leather Sector (IDLS) Scheme is being implemented to assist the manufacturing units for technology up-gradation/ modernization and/or expansion of production capacities through installation of state-of-the-art machinery. During the current 12th Five Year Plan period 2012-2017 till date, a total of 712 proposals involving total project investment of \$ 104.47 million have been sanctioned for investment grant of \$25.60 million.

The scheme for Mega Leather Clusters is under implementation with an objective to create world class infrastructure and to integrate the production chain in a manner



that caters to the business needs of the leather industry. The proposal submitted by the Government of Andhra Pradesh for establishment of Mega Leather Cluster at Kothapatnam Village, Nellore District has been approved by the Government of India during May 2016 and the SPV is taking all required actions to set up the Greenfield cluster. There are several other proposals under preparatory and initial stage for establishing Mega Leather Clusters in the State of Uttar Pradesh, Punjab, Haryana etc

Technology Mission for leather sector has been prepared by CSIR-CLRI with stakeholders' consultation with CLE, and submitted an action plan to the Government seeking budgetary support under ILDP. The technology mission comprises of interventions in the tanning sector namely (a) Systematic and large collection of hides and skins through improved preservation system ensuring quality and minimizing pollution) (b) Fuller utilization of tannery capacity to augment finished leather (c) Upgrade and expand capacities with latest technologies in all the CETPs in the country (d) Develop framework for quality benchmarking and certification to enable creation of Indian brands and (e) Preparation of Vision Document for the Leather sector. The proposal is currently being examined, and under the approval process.

### INFRASTRUCTURE PROJECTS IN EXPORT CLUSTERS

The Council for Leather Exports has been notified as a Central Agency for implementing Common Infrastructure projects relating

to Leather Sector across the country with financial assistance from the Department of Commerce (DOC) under ASIDE Scheme as well as from the State Governments. The Projects are developed by the Industry Associations based on need of a particular Cluster. The Council has implemented number of projects earlier under ASIDE scheme in various leather clusters. The ongoing projects under implementation under central ASIDE Scheme are; Trade Centre at Agra, Common Facility Centre at Melvisharam, Testing Lab & Design Studio at Agra, Creation of additional capacity in existing CETP at Ranipet & Madhavaram (Chennai). The combined project costs involved in these projects are US \$ 16.02 million

### SUPPLEMENTARY INFORMATION

Strengths of Indian leather sector are Own raw material source – About 3 billion sq ft of leather produced annually ; Some varieties of goat / calf / sheep skins command premium position ; Strong and eco-sustainable tanning base ; Modernized manufacturing units ; Trained / skilled manpower at competitive wage levels ; World-class institutional support for Design & Product Development, HRD and R & D ; Presence of support industries like leather chemicals and finishing auxiliaries ; Presence in major markets – Long Europe experience ; Strategic location in the Asian landmass.

Besides, some of the emerging strengths of the industry are Design development initiatives by institutions and individuals ; Continuous modernization

and technology up-gradation ; Economic size of manufacturing units ; Constant human resource development programme to enhance productivity ; Increasing use of quality components ; Shorter prototype development time ; Delivery compliance ; Growing domestic market for footwear and leather articles

### Highlights of Leather Product Segments:

- ▶ Tanning Sector – Annual production about 3 billion square feet. Accounts for 10% of world leather requirement. Indian colors continuously being selected at the MODEUROPE Congress
- ▶ Footwear Sector – Second largest footwear producer after China. Annual Production 2065 million pairs. Huge domestic retail market 1950 million pairs (95%) are sold in domestic market. Footwear export accounts for 45% share in India's total leather & leather products export. The Footwear product mix Gents 55%, Ladies 35% and Children 10%
- ▶ Leather Garments Sector – Second largest producer with annual production capacity of 16 million pieces. Third largest global exporter. Accounts for 9% share of India's total leather export
- ▶ Leather Goods & Accessories Sector including Saddlery & Harness – Fifth largest global exporter. Annual production capacity – 63 million pieces of leather articles, 52 million pairs of Industrial gloves & 12.50 million pieces of Harness & Saddlery items. Accounts for 25% share of India's total export

### Clusters and Manufacturing units

India is the second largest producer of footwear and leather garments in the world. The major production centers for leather and leather products in India are located in the States of Tamil Nadu - Chennai, Ambur, Ranipet, Vaniyambadi, Vellore, Pernambut, Trichy, Dindigul and Erode ; West Bengal – Kolkata ; Uttar Pradesh – Kanpur, Agra, Noida, Saharanpur; Maharashtra – Mumbai ; Punjab – Jalandhar ; Karnataka – Bangalore ; Andhra Pradesh - Hyderabad ; Haryana - Ambala, Gurgaon, Panchkula, Karnal and Faridabad; Delhi; Madhya Pradesh – Dewas ; Kerala – Calicut and Ernakulam / Cochin ; Rajasthan; Jaipur ; Jammu & Kashmir; Srinagar.

A total of 2459 manufacturing units from all over the country have been registered with the CLE. The details in terms of the classification of units as per the investments are given below:



Product	Large Units	Medium Units	Small Units	Micro Units	TOTAL
Finished Leather	41	56	318	101	516
Leather Footwear	46	55	259	89	449
Non-Leather Footwear	12	19	58	14	103
Footwear Components	29	41	131	39	240
Leather Goods	28	30	252	323	633
Leather Garments	23	15	124	68	230
Leather Gloves	1	3	34	39	77
Harness & Saddlery	3	11	77	120	211
Total	183	230	1253	793	2459
<b>%</b>	<b>7.4</b>	<b>9.4</b>	<b>51.0</b>	<b>32.2</b>	<b>100.0</b>

Classification units in terms of Investment in Plant & Machinery - Upto ₹.25 lakhs for Micro Enterprises: Between ₹.25 lakhs and ₹.5 crore for Small Enterprises: Between ₹.5 crores and ₹.10 crores for Medium Enterprises.

There are around 1600+ tanneries in India, with Southern Region having the maximum number of tanneries (49%), followed by Central Region (26%), Eastern Region (21%), and Northern Region (5%).

### GLOBAL IMPORTS & INDIA'S SHARE

DETAILS	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
<b>Leather</b>						
Import	19855.65	23338.70	21929.02	24421.34	26404.25	
India's Export	841.13	1024.69	1093.73	1284.71	1329.05	1046.44
% Share of India	4.24%	4.39%	4.99%	5.26%	5.03%	
<b>Leather Footwear</b>						
Import	48450.34	53747.77	52533.54	55395.97	59026.81	
India's Export	1470.87	1717.24	1693.89	2035.45	2278.18	2147.20
% Share of India	3.04%	3.19%	3.22%	3.67%	3.86%	
<b>Footwear Components</b>						
Import	6443.52	7422.52	6904.03	7316.59	7616.40	
India's Export	229.87	281.94	245.86	320.15	361.29	284.32
% Share of India	3.57%	3.80%	3.56%	4.38%	4.74%	
<b>Leather Garments</b>						
Import	3606.09	3938.16	3690.42	3857.30	4076.68	
India's Export	425.04	572.45	563.54	596.15	604.35	554.29
% Share of India	11.79%	14.54%	15.27%	15.46%	14.82%	
<b>Leather Goods</b>						
Import	17084.93	22390.83	24325.08	25800.85	29080.95	
India's Export	855.78	1089.71	1180.82	1353.91	1452.83	1369.00
% Share of India	5.01%	4.87%	4.85%	5.25%	5.00%	
<b>Saddlery &amp; Harness</b>						
Import	1083.80	1221.73	1215.51	1262.38	1407.45	
India's Export	87.92	107.54	110.41	145.54	162.70	146.38
% Share of India	8.11%	8.80%	9.08%	11.53%	11.56%	
<b>Non Leather Footwear</b>						
Import	43275.29	50747.55	51328.02	54911.46	60063.00	
India's Export	57.93	79.96	127.16	202.06	306.44	306.33
% Share of India	0.13%	0.16%	0.25%	0.37%	0.51%	
<b>Total</b>						
Import	139799.62	162807.26	161925.62	172965.89	187675.54	
India's Export	3968.54	4873.53	5015.41	5937.97	6494.84	5853.96
<b>% Share of India</b>	<b>2.84%</b>	<b>2.99%</b>	<b>3.10%</b>	<b>3.43%</b>	<b>3.46%</b>	





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Inside

# Red-Carpet

All the celebrity dresses and fashion

Curated by: Dipika Chopra

↑ Actress **Nicole Kidman** (L) wearing Rochas and musician **Keith Urban** are all smiles during their night out at the AACTA International awards.



**Aylin Tezel** looks glamorous, sensual and bold at the Bulgari 'Night of the Legend' event, a sparkling night with legendary jewels ↓



↑ Actress **Isla Fisher** made the red carpet go buttercup yellow in this gorgeous sunny look. The strapless dress, at Monique Lhuillier Resort collection was so refreshing!!



↑ **Kelly Paniagua** (L) and Actor **Julian McMahon** strutted on the red carpet at the AACTA International awards in LA

Actress **Radha Mitchell** went for an understated elegance in a high-slit strapless gown by Halston Heritage and a pair of nude pep-toe pumps Gold platforms finished off Radha Mitchell's look ↓







↑ **Lelio Gavazza** and managing Director Bulgari **Sandra Mohsni** looked stunning in a well coordinated attire with Sandra wearing a shimmery LBD.



↑ **Lottie Moss** showed off her sensational figure in a chic burnt orange mini-dress. The teen beauty accentuated her height with a pair of strappy silver heels and also accessorised with a matching necklace



**Suki Waterhouse** rocks a jumpsuit with a plunging neckline while attending Bulgari's Night of the Legend Party. A stylish chain dangled down her neck, further enhancing her spectacular décolletage, cosying up with Lilly Sayn-Wittgenstein ↓



↑ Actress **Zoe Ventoura** the 35-year-old beauty looked stunning wearing an off the shoulder Rachel Gilbert dress which showed off her lithe figure and paired the dress with a nude clutch and heels, which highlighted her tanned complexion.



# An Institution in herself **PARULL MAHAJAN**

**PARULL MAHAJAN**, who has been honoured with several awards for excellence in the field of eco-friendly and sustainable interior designs as well as her social service to the society, is an inspiration to many. Parull wears many hats at the same time, from being a lawyer, interior designer specializing in green and sustainable designs, advisor at Delhi Literature Festival and social activist and working for multiple causes like environment conservation, Swachh Bharat, women empowerment and promoting the interests of weavers, artisans and farmers. **Dipika Chopra** interacted with her for this issue.



# Q&A

## Describe your personal sense of style

My personal sense of style is comfort-oriented, subtle and understated with any one statement piece.

## Your daily wardrobe

My daily wardrobe is a handloom suit or dress.

## Your favourite formal look

My formal look is made up of a silk or khadi saree teamed up with some nice accessory.

## Your top 5 accessories stores

- ▶ Chanel
- ▶ Cartier
- ▶ Bvlgari
- ▶ Louis Vuitton
- ▶ Christian Dior

## Is your appearance/style important to you?

My appearance and style matters to me to a certain extent but not much because I feel what gets real appreciation and respect is one's inner beauty rather than external looks.

## How do you react to trends?

I have a very neutral approach towards trends. If they suit me I follow them if they don't I stay away from them. I love to adorn myself in silk, cotton and khadi sarees and suits which are evergreen and never go out of trend.

## A trend you would never be seen wearing?

The trend to wear body hugging clothes.

## Your biggest wardrobe binge?

Handbags and footwear.

## The watch you wear for an evening about town?

Rolex or Cartier.

## Your favourite brand

Fab India.

## Accessories you like collecting

Sunglasses and junk jewellery.

## Which is your favourite perfume ?

Chanel, Chance and Narciso Rodriguez.

## Favourite shopping destination

I love to shop in London and Paris



## Shoe/accessory brand that you would love to see in India.

Giuseppe Zanotti and Spina Webster.

## Favourite shoe brand?

My favourite shoe brands are Salvatore Ferragamo and Tod's.

## What's your one Vice?

I'm too straightforward and blunt which people are not able to handle at times so it becomes my vice for them but I totally love it and do not wish to change.

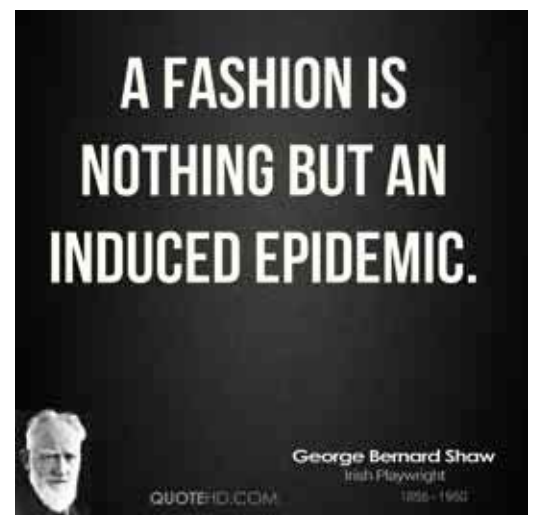
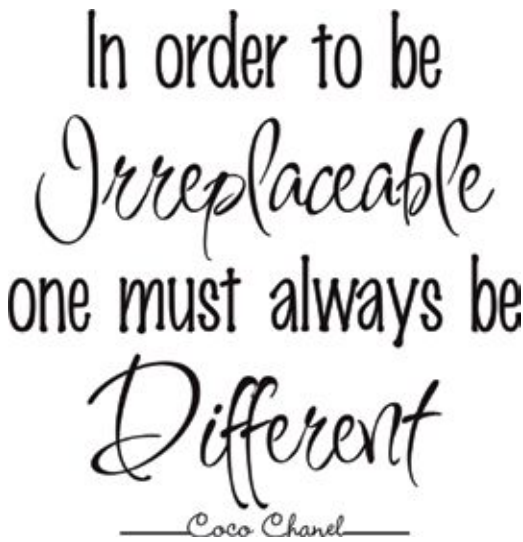
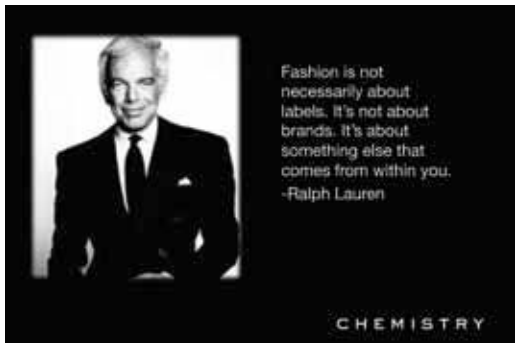
## You fear?

I fear nothing in life because I believe in Guru ji and know that he is there to protect me always from anything and everything on this earth and beyond.

## What do you think is your most valuable trait?

My most valuable trait is my ability to be happy always irrespective of good or bad times. **S&A**

# Quote-Unquote







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