

Kidswear

finds it comfort in denim and casuals

Denim rules the fashion market; however demand for casual wear is also growing on account of the comfort it offers to the consumers,
write **Shubhangi Bidwe and Ajay Kumar Goswami**

Denim being the “king of Fashion” everything revolves round it,” says Sohail Patca, Director, Ruff - the brand that offers denims and other casual wear apparels for kids in the a range of 0-16 years. “Denims are also more durable and suitable for outdoors.” adds Sharad Venkta, Managing Director & CEO, Toonz Retail who estimates the denim market to constitute around 10-12 per cent of the total Rs 13,000 crore kidswear market.

Denim bottoms have a larger market share due to their longer life cycle and utility. Ratio wise it's around 30-40 per cent against casuals. However, casualwear is more in demand due to the comfort it offers and everyday wear feature,” he adds further.

Comfort dominates purchase decisions

Just like denim, the kids casual wear



Sharad Venkta

Managing Director & CEO,
Toonz Retail

“Factors like price, occasion, colour, fabric, design & styles are some of the key aspects that parents look into while buying an outfit for their kids.”

- Denim market constitutes around 10-12 per cent of the total Rs 13,000 crore kidswear market in India
- Denims with character prints for girls and boys and flashy t-shirts with detailed designing are trending
- Though metros capture the maximum share of kids' casual wear brands, non- metro cities are also growing in a big way
- The kids casualwear market in India is expected to move from unorganised to organised market in future

market is witnessing immense growth in India as the most important factor that parents' consider while buying the outfit for their kids is the comfort and quality of the outfit. “Trust towards the local/existing kids' wear brand also plays a very important role. Besides

that, factors like price, occasion, colour, fabric, design & styles are key aspects that a parents looks into while buying the outfit,” notes Venkta. “Kids outgrow clothes very soon and a good product priced appropriately can really help a brand to





Mithun Gupta

Director, Bodycare International

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exploit full potential in this segment,” adds Abhishek Agarwal, Managing Director, UFO.

Rising potential of casual wear

. Rise in disposable income along with an increase in the number of nuclear families has o created an immense potential for the growth of the casual wear segment in India. “The market, by the end of the year



Abhishek Agarwal

Managing Director, UFO

“People in the non metros are now getting used to buying branded products and are moving more towards organised market with the opening up of malls and other retail outlets in those cities.”

2027, is expected to grow at a CAGR of 8 per cent,” notes Venkta. Although, metros are known to capture the maximum share of kids’ casual wear brands, non- metro cities are also growing in a big way. Toonz Retail, for instance, is present in 65 cities. “Our core strength comes from Tier 2 and Tier 3 towns as the people from these areas are aspirational in nature. They prefer comfort clothing, and opt for good quality products at affordable rates,” he adds

Styles and trends

Elaborating on the emerging style trends in denim and casuals for kids, Mithun Gupta, Director, Bodycare International, says, “Denims with character prints for girls and boys and flashy t-shirts with detailed designing are trending.” Agarwal adds, “today kids are becoming more fashion conscience. They learn to choose their garments at a very young age.” UFO tries to cater to these fashionable needs of the



Skin-friendly fabrics in demand

Parents are quite aware about organic products and demand skin friendly fabrics for their kids' clothes. "Comfort is the keyword. Mill made cotton tops the list of the most preferred fabric for kids' clothes with poplins being ideal for top-wear. Pre-washed knits, ranging from 180 gsm to 200 gsm are also ideal for kids t-shirt," observes Sohail Patca, Director Ruff.

Designing for kids is more fun as these clothes are more vibrant and colourful. In addition to all-time favorites like Zesty reds, yellows and blues, the casualwear for kids also includes florescent shades. "This makes the clothes more funky and attractive," adds Patca. Gold the glam and the bling are back in season, especially on prints and embroideries. "We also experiment with new colors like violet, cobalt and a touch of green for detailing. The colors for the bottom-wear have got dirtier with brighter shades like mustard brick-red, olives and military green," he notes.

Non-metros emerge as the surprise growth centres

The big markets for kids denim and casualwear in India are the tier II and III cities. The non-metros are also growing as consumers here are becoming more aspirational and have the pocket to spend on lifestyle products. "People in the non metros are now getting used to buying branded products and are moving more towards organised market with the opening up of malls and other retail outlets in those cities," adds Agarwal.

Online retail is emerging as a good alternative to penetrate the Indian denim and casual wear markets. "Although there are certain issues in online retailing, particularly in the denim and casualwear segments, these will resolve overtime. Online is the future of retail across the world," adds Agarwal further. Agreeing to this Gupta says, "Online retail is response-oriented and has made our consumers aware of our large product range."

Move towards an organised market

Many national & international big players are planning to tap the kids casualwear market in India, which will bring a drastic change in the category. The segment is expected to move from unorganised to organised market in future. "New players are exploring the opportunities in organised sector by taking over many unorganised companies. This will not only help them to establish their brand name in junior wear segment and but also move them towards the organised market," Patca sums up.



kids by making trendy comfortable garments for children. "Cut and sews being the latest fashion range; we have launched a range of smart, international cut n sew garments," Agarwal states further.



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Director, Ruff

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