

The kidswear segment is blooming with delightful fashion for girls, smart styles for boys and cute, cuddly outfits for infants. From sets to separates, ethnics to fusion wear, western-style frocks to glamorous gowns, girls can enjoy a myriad delightful creations. Boys can revel in Jacket-sets, hoodies, camouflage or cargo styles and cheeky T-shirts. **Marie-Celine D'Mello** explores the trends.

## DEARLY The "Embroidery Specialist"

**A**rvind Chheda, the proprietor of Fashion Forecast, the company, with the kidswear brand, Dearly, started the enterprise in 1983. He says "My father was into garments, but at that time my children were small, so I had an interest in fashion for small children. I also had a talent for designing and the urge to be creative, so I decided to manufacture children's garments. We started with kidswear for small kids (1 to 4 years). Today also, 80% of our sales are in this age-group. 20% of our sales is for the 5-12 years age-group. We had a very clear USP: to give Baba-sets, and soft knitwear in fine, premium cotton, as it is skin-friendly and safe, highly suitable for infants and toddlers. We are also specialists in kurtas and baby frocks for babies, little girls and boys. We design and make our own unique embroidered fabrics in-house on leading Shiffle machines from Switzerland. So we are able to give beautiful stylish products with total comfort. Because we give unique designs and fabric suitable for Indian climate, we have regular happy customers and long-standing retailers also."

"Knitwear tops or baba-sets comprise 30% of our production, while 70% is embroidered fabrics. Nowadays our all cotton jhablas and kurtas are doing well: Our party-type and festive kurtas in bright colours, with different necks, or bandh-galas, are a hit for cultural or social events, in the 4-12 years segments. Our party-frocks (5%) in this age group are loved for the great fashion. Retailers tell us that my buyers, mothers who buy for their kids, look for beautiful garments which 'catch the eye'. Then they want to touch and feel for softness and check the quality. Colour is also very important. Our summer palette ranges from soft pista green, pale blue, baby pink, peaches, lemon: all pastel shades because



of the hot weather. Another loyalty factor, is my reasonable price-points, which is very good for such assured quality!

My MRP for smaller kids is from Rs. 299 to Rs. 1000. From 4-12 years, it is Rs. 350-Rs. 1000. My regular buyers want to see, touch, feel the outfits and will never buy online. We are strongest all over South India, because it is always summery weather. During summer we are also very strong in North India, because they want quality cottons, sleeveless outfits and classy embroidery. We are in MBOs all over and in leading large-format stores, as well.

### Style File of Dearly

"All through the year our pretty party-wear is a top-seller and has fruity colours, delicate or rich embroidery and motifs and soft sashes. I make the designs of the dresses as per the material. Like the striking and bright sailboat print is set off with a dotted yoke. Our 100% cotton gingham in pretty shades, have floral rosettes. We also have sparkling tissue dresses with ribbon sashes in our girls' party-wear. We have deep crimson or ruby velvet embroidered frocks, suitable for evening wedding receptions. Our value-added party frocks have an overlay of embroidered net, over a printed skirt. For boys our kurtas are very popular for festivities, cultural functions and weddings. My kurta-dhoti sets for boys are my fastest-selling, best profit-earning product, very successful for parties and weddings. We make them in lightweight, pure cotton and children will find them easy to wear, because they button all the way down the front, like shirts. We make them in rich, vibrant colours with fabulous embroidery. These kurta-dhoti sets are available for 6 months to 10 year old boys."

"Our comfortable daywear for boys includes colourful appliqués with cute animals or 'animal safari' on striped outfits. We also have white-on-white appliqué kurtas for little kids. So we cater to all these tastes!"

## BLAZO A brand beyond compare!

**T**he Blazo brand is a renowned brand for boys from 1 to 16 years. The portfolio comprises shirts, jackets, coats, blazers, waistcoats, t-shirts and shrugs. The MRP for shirts is below Rs. 995 and for t-shirts below Rs. 750. Jackets are below Rs. 1400, Blazers

approximately Rs. 3500.

We spoke to Niyam Haria, Director, Blazo. "Our knitwear blazers are semi-formal, smart and lightweight so they are popular throughout the year. We make a smaller percentage of hoodie-jackets."

"We have sets and separates (upperwear

only). We have approximately 50% knits and 50% textiles. Our sets are extremely popular, very attractive and are best sellers. This is because of the creativity and value-addition. We have t-shirt sets and shirt-sets. We have open jackets, buttoned jackets, differently-styled jackets. We have some very youthful hoodies as part of our t-shirt-sets," he adds.

"Our USP is that we set the trends. We have excellent communication with our long-standing retailers, who give us very good feedback

about customer preferences and tastes. Keeping this in mind, we are also innovative in our creations and designs. We are a 'fashion-forward' brand for boys for all-year round wear'. We are in all the fashion stores (leading MBOs) throughout India. We are strongest in South India as our smooth, lightweight outfits are very wearable and comfortable in that climate. While retaining our Parel plant, we have added more manufacturing capabilities, more creative designing facilities and more quality control with our new spacious factory at Asmeeta Textile Park, Kalyan. We have machines from Singapore and Korea, among others, and semi-automatic machines as well.

**Style File of Blazo**

1. Semiformal shirts with cute motifs like



zebras, oxfords, striped and cotton-satin shirts. Attractive imported printed fabrics like Charlie Chaplin motifs, mostly cotton fabrics with softener washes.

2. Many washes to improve the look and feel of the outfits, like: acid wash, stone wash and oil-wash. Towel-finish is a nice, soft wash that gives a skin-friendly, child-friendly touch and your colours are bright also.
3. 100% Denim and Tencel Denim fabrics. Lots of attractive tartan and plaid checks (many colours).
4. Turn-up sleeves are "in trend" as they are smart/comfy.
5. Lined jackets with pique finish. Jackets with badge-and-ribbon pockets.
6. Embossed-rubber prints on the inner T-shirt (of Jacket set).

**PARI CREATIONS**  
**Bringing out the angel in you!**

**P**ari Creations is a girls' ethnic and partywear brand that is very, very high on creativity. Says Bhavesh Thakkar, Director: "From 2000 to 2004 we were into garment retailing. It was doing well as a business but it did not satisfy the creative urge. We are three brothers, who get along very well and have great synergy in business. My other brothers are Mukesh and Mehul. We wanted to start our own business as we felt garment manufacturing has great scope. Also our deeply-felt creative spirit and talent for designing needed an outlet. We knew that our taste for designs, our passion for creating outfits for girls that would bring a smile to their faces, would lead to success. Mukesh is the creative force but we three find the business of dreaming and creating ethereal fashion is very exciting!"

"The fabrics we use are imported fancy fabrics: jacquards, silks, nets, tulle, embroidered or sequined fabrics as well. We make ethnic wear like festive ghagra cholis. We are known for our exquisite gowns and pretty party dresses, that encapsulate the latest styles, trends and ornamentation. Our sales of ethnic wear and gowns as compared to party frocks is in the ratio of 50:50. Our gowns are very, very glamorous, the kind you could wear to a high-society party or wedding. It is important to say we do not make just beautifully-designed garments but we are known for being 'material creative'. We start with stunning creations at the fabric stage itself. Our embellishments on the garments are a very big hit with the girls and their mothers. For 1-3 years kids, we use



soft, light-fabrics in gentle shades and soft embellishments so the little kids don't feel uncomfortable. We are in the top 10 brands of party frocks and gowns in India.

We are in the leading MBOs all over India. Our ethnic ghagra-choli sets retail for an MRP of Rs. 2000 – Rs. 4000. Our gowns have an MRP of Rs 1500 to Rs 3000. Our party frocks retail at MRP of Rs. 1000 – Rs. 1800. Our fastest best-selling gown is a ruby-coloured jacquard gown with velvet motifs and pleats."

Bhavesh Thakkar adds, "From July to September is our peak season. We have a leading stall with an excellent location at the CMAI garment fair. We have a fabulously-designed stall that is the awe of visitors and attracts a lot of retailers."

**Style File of Pari**

1. This season they have a white angel gown with a sparkling white skirt, adorned with white rosettes on skirt and sleeve. It has a delicate, feathery veil, like a bridal veil, that makes it look like gossamer angel wings. The style is also available in strawberry-shake pink.
2. An elegant gown of shaded soft gold and pale pink, has a box-pleated skirt and box-pleated yoke with "cold-shoulder straps".
3. The current fashion trend of long flowing net sleeves, adorns a gown, available in turquoise, baby pink, peach or sea-green.
4. A "Red-Carpet" – worthy evening gown, with a sheer black top has large florals in black and shadow print on a soft silver background. Makes a little girl feel like a silver-screen heroine!
5. Another glam, "red-carpet" gown, with a softly pleated skirt in glowing navy-blue, has a shoulder-scarf that floats from a strappy top.

## PANICKY

### Fancy dresses for girls

“Panicky” brand comes from Payal Creation, which was started in 1986 and manufactures girls’ ethnic and party wear, in the age-group of 1 year to 16 years. The proprietors of Payal Creation are Navin Mehta and his sons, Bhavik and Bhupen. For 1-3 year olds, they make short frocks with soft

fabrics. “For 4 years to 16 years, we make party frocks and fancy long gowns. We use a lot of imported fancy fabrics in silks, nets and jacquards with embroidery, sequins and even ‘flocking’ details.

#### Style File of Panicky

1. A gown with black floral prints on the cream umbrella-type skirt, features a ‘cold shoulder’

2. A ruby coloured evening gown with a stole, features flocked gold floral motifs.
  3. A soft-gold gown in gold jacquard self-checks has a ruby-red shrug.
  4. A gown with a multi-layered, handkerchief-edged skirt, comes in checked silk.
  5. Very popular design with retailers is a fully-frilled, mauvish-pink, net long gown.
- MRP of frocks is Rs. 1450 to Rs. 2100. MRP of gowns is Rs. 2600 to Rs. 4600. “Our peak season is from August to December and we are very strong in South India.”

## “FOR KIDS”

### ‘Price-worthy’ products!

The “For Kids” brand was started in 1994 by Pradeep Savla to give ethnic wear and party wear for girls. Pradeep and his business associates, Vipul Chheda and Jimish Nandu create and manufacture beautiful fashions for girls age 2 to 17 years. “We had the idea of giving young girls and teenagers, styles, like the trendy fashions worn by fashionistas (ladies)”, says Pradeep. “Our USP is the very strong and lasting trust that our retailers have in us, based on the long-standing brand value, excellent quality, trendy styles and the fact that “For Kids” is 100% manufactured by us (no job-work).”

“Our product portfolio consists of Gowns, Lehenga-Cholis, Salwar-Khameez and Palazzo-Khameez, for girls aged 2 to 17 years. We have just started a new segment in small sizes, for babies aged 6 months to 1 ½ years. The reason being, we wanted to give infants pretty ethnic styles that they could wear for weddings, festivals, religious and cultural ceremonies, with a nice traditional touch. Our Baby-Lehenga-Cholis have super-soft inners, soft outer fabrics and soft embellishments, so that the baby feels comfy and happy, not itchy. (MRP: Rs 1500 to Rs. 1800).

“For the bigger age group (2-17) we have 3 ranges. Our ‘Basic Range’ of gowns and Lehenga-cholis (MRP Rs. 2500 to Rs. 3000) consists of plain and printed cottons, chikankari and chanderi cottons. In the medium range, we have all the fancy fabrics: nets, silks,



brocades, sequined fabrics with Resham embroidery, appliqué, velvet florals and more (MRP Rs. 4000 to Rs. 5000).

In the very premium range (Rs. 5000 to Rs. 7000 or more) we have heavy, intricate embroidery, zari, and lots of hand-work and exotic styles for our gowns and lehenga cholis. Our retailers tell us that they are satisfied and customers are happy: with our good fabrics, finishes, styles and ornamentation. We are still a price-worthy product and brand. So our retailers keep coming back to us with orders.”

“We are strong all over India. We are in over 300 of the leading fashion stores (MBOs) all over India. Every year, summer and winter, we participate in the CMAI fairs. We meet retailers from all over India, face-to-face, and it is a good platform to showcase our new collections even to new and walk-in customers.”

#### Style File of ‘For Kids’

1. A good innovation: a cute baby lehenga-choli, in sunshine yellow, with large golden roses printed on net, over a satin can-can skirt.
2. Another concept: a soft caramel-gold, ready-to-wear sari-choli set, with fully draped pleats and knotted (stylish) pallu (for bigger girls).
3. A beautiful Lehenga-Choli, with buckram and soft layered underskirts, a crinoline-style skirt with fluted flounces, in a light mauve colour, with a sequined top and frilly dupatta (stole). In all these sets, half-sleeve and full-sleeve choice is given.
4. One-piece mauve gown in an overlay of imported, sequined net fabric, with little satin rosettes on the neckline.
5. Gown with inter-laced pink flowers on pale green background. Zari, resham, tikki, stonework, Hand-embroidery in most outfits.

## BAMBINI

### Smart styles for kids with Swag!

The Bambini brand was started in 1996 by proprietors, Jakhu Patel and his brother, Jayantibhai, who were originally into retailing. “We got into manufacturing because

it has much more scope and we can sell our garments all over India,” says Jayantibhai, adding: “I do the designing because I have creative spark. We are an upperwear brand for boys aged 1 year to 16 years. We don’t

make shirts. We are a premium brand with an MRP of Rs 600 to Rs. 1000. Our USP is we are a premium designer product (knitwears and knitted fabric upperwear for boys). For one year to four years, cute and skin friendly fashion is important as the mothers do the buying. Our full range is in superior, fine count, imported Giza cotton fabric and rayon so our knitwear is smooth, soft, and has a classy look. We



are in all the leading MBOs. We are strongest in Mumbai, Delhi, Kolkata, Maharashtra and Gujarat. Our product profile consists of: T-shirts, Hoodies, Jackets, Shrugs, Upperwear sets (like Tshirt with Jacket). Our upperwear is in 3 segments: Party, Casual and Daywear.

**Bambini Style File (5 years – 16 years)**

Right now Hoodies are the rage, not just in winter, but lightweight ones are trending even in summer. Sleeved hoodies with a sporty look are in fashion for boys. Soft knit innerweares with silicon prints and Hoodie jackets with cheeky slogans like “Never SUCCESSFUL” or with a Knight-in-Armour are a big hit. There’s even a “Hoodie Guy” printed on an actual Hoodie! Orange zippered Hoody Jacket goes with a gray inner. On a silver printed background “WE THE PEOPLE” is in shiny black diamante: it looks stunning and is bound to fly off the shelves!



**LITTLE BLOSSOM**  
Creative fashion to charm you



“Our USP is that we are different from the others. One look at our design and you will see that they are different and catch the attention. We travel a lot to Europe and a

few other important places, spend time studying and understanding the trends, to give fresh new concepts to the Indian apparel industry. Our concepts are so good, our designing so original that people want to copy us! This is why, in such a short period of time, we are so successful in this competitive market!”

He adds, “We are present all-India, but only in all the premium stores. In Mumbai, we are in stores like Sagar, Trios, Amarsons and Trendsetter. In Chennai we are in Pothy’s, Chennai Silks, RKMV and more. In Telengana, we are in all 22 stores of R.S. Brothers. In Delhi, we are in all the leading stores like Chunmun, Appeal, etc. We are strong in big cities of UP, Karnataka and Telengana.

Jay Gogari continues, “We always participate in the CMAI Fairs. It enhances our brand image and value. Besides, the retailers come there from all over India and we can showcase our complete new collection to them at one go. In fact, showcasing to our retailers at the Garment Fairs has helped our Little Blossom brand to expand so fast! Since they saw and appreciated our range, we could get into leading stores, all over India.”

**J**ay Gogari and Tushar Gandhi are Business Partners of TJs Creation, started in 2014, with Little Blossom brand (tag line “Charming Beauty”, which does personify the brand).

We spoke to Jay Gogari, who says, “We had a lot of experience with garments, as we were into retail for 15 years, before getting into manufacturing; so we had a pretty good idea of customer tastes, the latest trends and how the market operates. We are a premium brand, take pride in our designs and we are present all over India. For smaller girls, aged 6 months to 3 years, we make pretty party frocks with MRP from Rs 1500 to Rs 2000. For 2 years to 10 years we make gowns: MRP Rs 2800 to Rs 4000. (We don’t make frocks beyond the 3 years age group). We only use fancy fabrics that are imported from Japan, Korea and similar places. So our outfits are totally original in fabric, concept and design.”

**Style File of Little Blossom**

1. Smaller girl’s dress in ice-cream shade in “Embossing Stitch” work, that gives an effect of Satin-Ribbon wickerwork all over!
2. A metallic blue (and a mauve-pink) triangular embossed dresses look very chic and classy.
3. “My First Birthday” dresses for one year olds in pretty net, satin or tulle with matching footwear (set) with rosettes.
4. Pista-green gown for girls with frills in a “waterfall effect”.
5. Two-tone gown in Bottle Green exotic net (with sparkles) in cold-shoulder style. Also available in beautiful two-tone magenta mulberry sparkling net. Very red carpet style!
6. Multiple layered frilled dresses in different shades of net fabric.

## “LOVU KIDS”

### Designer fusion wear and gowns

The Jini-Nimi Design Studio was started in 1994, by the father of (brothers) Dhaval, Jigar and Naitik Buricha, as they were into retail, but had a yen for manufacturing. Along with cousin, Kamlesh, they are directors of the company, which is twenty-five years old and has a few brands under its umbrella, with “Lovu Kids” being their girlswear brand, now twenty years young.

The age group is 2-16 years. It is a very premium brand for girls, present in leading MBOs everywhere like Carron, Sagar, Trios, Parichay and many more. “Lovu Kids” is strong in all the metros, doing excellently in Mumbai, Chennai and Kolkata. They are also strong in Gujarat, North and North-East. “We are in G3 and Paris in Gujarat; in Paridhan in Kolkata; in Boston, Chennai Silks and Pothy’s in Chennai.”

Says Jigar Buricha, “We are a high-end premium brand and we do not follow the trends. On the contrary, we are pioneers and trend setters. Our USP is great quality, innovative designs. We are different



from the others, we always stand out and our customers and dealers appreciate this.”

Jigarbhai and Rajeshbhai do the designing. Retailers regularly give them feedback about the customers’ tastes and preferences. They keep abreast of international and all-India design trends. But, it is their creativity which makes all the difference. Their strategy is to keep improving customer satisfaction.

“For 2-4 years olds we do ethnic choli-ghagras and gowns (MRP Rs. 1500 – Rs. 3000). For 5-15 year olds we do casual wear sets (MRP Rs. 1500 to Rs. 2500). We also do (in this age segment) Indo-Western Fusion wears, ghagra-cholis and gowns for which the MRP ranges from Rs. 2000 to Rs. 5500. We are using many attractive fancy fabrics and imported fabrics.”

#### Style File of Lovu Kids

1. Gharara style two-piece with frill on floral print.
2. Exotic, triple-flounce, “Waterfall frill” gharara with semi-open, jacket type top.
3. 2 or 3 piece jacket tops, gharara sets.
4. Frilly, permanent-pleat jacket over palazzos (set) that is very popular and trendy.
5. Very cute and girly jumpsuits that are beautifully designed.
6. Gown-styled ghagra choli, and also 3-piece gown-style gharara sets for the evening in rich colours like sapphire, navy, mulberry.
7. Gowns with separate jackets in fruity colours or stripes.
8. Cottons in long, loose mix-n-match print jackets over plain long innertop and soft malmal outfits in pastel shades.

## HANSA DRESSES

### Lovely frocks for little cuties!

Hansa Dresses, the company and the brand, was started in 1982 by Virendra Gada (Virubhai), with the tagline “exclusive children wear”. We spoke to Chirag Gada, Virubhai’s son, and asked why they only cater to newborns and 3 years in their brand. “We felt we should concentrate on babies (infants and toddlers) as there is no season for them. For older girls, you have summer, winter, wedding, festive clothes. But for babies you can sell pretty, soft and comfortable frocks all-year-round. We have no knitwear, only textiles. Our USP is that we give the best-quality, pretty designs, imported soft-fabric garments in a reasonable, economical

price. Our fabrics are soft polyester with pure cotton, skin-friendly linings. We exclusively do pretty party frocks that make tiny girls look cute! Our MRP is Rs 500 to Rs 1600. We started selling in South India and are still very strong there. We are in ‘Bon Babies’ all over the South and also in ‘R.S. Brothers’. In Mumbai too we are in leading MBOs like Sagar, Carron and Comfort.”

Chirag continues, “We are not affected by online retailers or foreign brands at all. Mothers want to physically see, touch and feel the garments they buy for tiny baby girls. For our quality and style, our price points are very reasonable. For the last 20 years and more, we

have dedicated retailers who are buying from us. Our retailers are very happy with us as our outfits (party dresses) sell very well! We are in metros as well as tier II cities.

#### Style File of Hansa Dresses

1. Soft ice cream pink satin dress, with overlay of net, soft appliques and detailing. Puffy cotton (attached can-can style) underskirt.
2. Silk-finish, strappy dress in shiny Sapphire Blue with sequin bow at neck and back.
3. Baby-blue party-frock in shiny fabric, with sequined-net overlay and soft rosettes.
4. Lazor-cut tissue fabric in Rani Pink and Peach, just like a rose in full bloom with soft petals. It has a poncho-style bodice.
5. Soft shades (Peach, Grey, Tomato and Orange) furry-fabric (imported) that looks like angel-feathers.

## AIR GIRL

### "I love my style!"

**B**abubhai Ahir started Fuleshwar Garments (Girls' Western Outfits) in 2009, the brand name being 'Air Girl'. The age group catered to is 2 years to 14 years and their MRP ranges from Rs 800 to Rs 1500. "Our USP is our trendy and very creative designing and excellent quality at a reasonable price. Young girls who love fashion, and mothers who want to dress their young daughters stylishly, are our very happy end-customers, is the feedback from our retailers," he says.

"For the 2-4 year olds, we have short and long western dresses and really cute and comfortable sets. Our Capri-sets, Culotte-sets and Shorts-sets are extremely popular. We use fabrics like knits and georgettes for our tops and stretch fabrics for the bottoms and also similar matching tops and bottoms. For 5-15 years girls we have jacket sets, long dresses, party frocks, Capri-sets, culotte-sets and shorts-sets. What



is trending now in Air Girl brand are Divided-skirt sets, culottes or shorts with jackets, and

short dresses for summer."

He adds, "We are present all over India. We are in Trios, Sagar, Trendsetter, Parichay and other leading stores in Mumbai; Pothys and Boston in Chennai among others. We are very strong in Mumbai, Delhi, Chennai, Bangalore, Kolkata. Also in South India and Punjab.

### Style File of Air Girl

1. A beautiful satin-finish dress: the skirt in mehendi colour with splashes of gorgeous pink tulips and a pink matching bodice. Also available with gold-coloured tulips.
2. A scarlet-red net dress with cold shoulder and frills.
3. A lipstick-red, cold-shoulder gown with gold printed floral motifs.
4. Short dresses (party wear) in lovely styles and shades in shiny "zari-fabric".
5. 2 piece culotte set in small and big "Houndstooth checks".
6. Palazzo sets with Rosette-enhanced necks.
7. A-line skirted gown in red and black dots and striped fabric with a back sequin-necked bodice.

## INFANTS GALLERY

### Making mothers and babies happy!

**"I**nfants Gallery", the company and the brand, were started in 2014 by Business Partners, Haresh Vora and Umesh. This is a "one-stop-shop" for clothes and accessories for newborns to 5 years olds. They are wholesalers, who import from Thailand and China: extremely cute and loveable clothes, shoes, soft toys and various accessories for newborns, infants and small kids. We spoke to Haresh about his exciting range of offerings that make perfect gifts for 'Baby Shower Parties', 'Name Ceremonies', or gifts for new moms to cope with their baby's needs while being busy, or even working, mothers.

"For new-born babies we have gift sets (MRP around Rs 600 when the retailer sells it) which comprise of a full 'Layette': T-shirt, Diaper Pant, Cap, booties and wash-cloth (available in Pink, Lemon or Baby Blue). There are also cute hairband and shoes sets at MRP Rs. 300 – Rs. 350. The mothers will love our many full-length Rompers in fluffy fleece for the cold or our short-sleeve, short Rompers (Hosiery – cool and comfortable) for summer. Our full length 2-piece baba suits in velvet or fleece and our short velvet T-shirts (also Hoodies) with cute motifs are very popular. We have a wide range of winter jackets in Leopard "Fake Fur" or Sunshine Yellow fur with a hood that has 'Bunny Ears'. For summer we have soft Parachute Fabric Jackets; also Hoodies or with furry lining. We have lots of cute baby shoes, summer and winter caps and little sets of newborn baby caps also."

### Best Gift Ever!

"The best gift for busy working mothers, or 'first time' moms, who are worried the baby will cry instead of playing, is the 'Babies Piano Gym Mat', that would retail for around Rs. 1500. It is a sort of soft matterless-sleeper, that encourages a baby to play, learn and sleep soundly. A 3 month old baby when lying will kick its feet against the soft, dynamic

foot pedals and play with the soft, cute, toys hanging above. After this age, when the baby turns on its tummy and plays, it strengthens the abdominal muscles. There are: music, lights and cute animals (soft) to mobilize, motivate and exercise the growing baby. Touching and shaking the rattles improves co-ordination. If you press a switch you get "feet dance" with music and animal sounds. After exercise, the lullabye music will



soothe the baby to sleep. The piano keys are volume-adjustable. We are very proud of this product that makes babies happy and gives mothers some rest!!"

### Style File of Infants Gallery

1. "This season we have sold lots of textured or velvet jackets with "furry" insides. The one with the Teddy Bear furry pocket was very popular.
2. Giraffe, Lion, Elephant, Monkey and similar cute small stuffed toys with attached Teething Rings and Discs (MRP Rs. 250 – Rs. 300).
3. Separates like soft capris and shorts with softener washes and cute detailing.
4. "Swaddle Me" Adjustable Infant Wrap, helps the baby sleep soundly in cosy comfort. Also blankets, towels, etc. for babies and kids.

## ATTITUDE

### Styles with a lot of attitude!



**A**ttitude brand, a brand with a lot of personality, was started in 2002. We talked to Rajiv Shah, Partner, who said he was an engineer, but joined his family business in 2005. "We only do sets, not separates and we cater to boys from 6 months to 8 years. We do T shirt-sets, Shirt sets, Blazer Suits. We do 2-piece and 3-piece sets. For infants our sets are very, very soft and cute, for the older boys, we do attractive styles, not kiddie-wear, but more like what their older brothers (adults) may wear. For 1 year – 8 years we do kurta-sets also. For 6 months to 2 years, our MRP is Rs. 800 to Rs. 1800. Our Blazer suits and Jacket suits are 2- piece and 3-piece. Our MRP for these sets (1 year to 8 years) is Rs. 1500 to Rs. 2800," he says.

All our garments are styled with the latest fabrics and fashion. The fabrics are sourced from around the world. And the product is created all under our roof. Our product range consists of two distinct categories, Infants and Boys Sets. Infants Wear: Comfort clothing for boys from ages 6 to 24 months. This category caters to your babies that are new to this world. So, we design our clothing around how

they feel when they are held and loved by their family. The second category is our oldest and the strongest to date - Boys Sets. Designer wear for ages 1 to 8 years: to go

out, turn heads and win hearts!

"Our USP is that most sets are about practicality, but we are about fashion also. We always do our research and introduce the latest trends. Our sets are such, that though they are not sold as separates, they can be easily used in a mix-and-match fashion, which makes them versatile. We are very strong in Mumbai, Pune and in the South, particularly in Hyderabad and Bangalore. In Mumbai, we are in Jelly-Molly, Carron, Sweetie, Trios, Sagar and Lollypop Kids. In Pune, we are in Pinakin Collections, Sonali Collections, Chocolate and Cocoon."

Rajiv Shah continues, "My Business Partner, Dhiren Gala, handles most of the designing. Every year, we do a lot of research to stay one step ahead of the trends. Designing new styles that catch on, is the toughest thing in the fashion world. We get a lot of feedback from our regular retailers. The fact that they keep coming back means they are happy because our creations sell well. They also help us add categories and products based on their suggestions. We usually did 30% knits and 70% textiles in our sets, but of late, knits and imported hosiery are moving really fast, so knits have gone upto 40%. We take part in the CMAI Fair (winter collections). Our peak season is from August to October. Our bottomwear consists of denims, cottons, 4-way knits.

#### Style File of Attitude

1. Lots of zippers, cords, eyelet detailing, also expensive and catchy accessories. We give a lot of trendy belts in our outfits (in leather, knits and denims). Roll up sleeves are also in fashion right now. We do really smart patches, appliqués, prints and cord-tieup necks.
2. A little fire-engine-red sleeveless jacket with an inner knit tee and turn-up shorts is delightful.
3. An imported hosiery sleeveless jacket has lively detailing and print, with a computer-designed inner knit tee and denim-wash bottomwear.
4. Very dashing red, grey print or soft-check Jacket sets and excellent waistcoat 3-piece sets.
5. Print-knit, lightweight hoodies.
6. Differently-styled kurta-sets in lively colours.

## PURE PINK

### Be the princess of your dreams!

**D**arshan Shah is the proprietor of Alice Clothing Company, the owner of 'Pure Pink' brand, making girls' western wear for 4 years to 14 years of age. He tells us that he was in partnership in a similar company and very well known to leading retailers, as he was into the garment business, creating and styling for twelve years. Having set up his own brand "Pure Pink" just six months ago, he is doing extremely well as they already know his work and capabilities, which are truly appreciated. "I always participate in the CMAI Fair."

"My vision for the brand and my USP is

clear. I am in the Business of Fashion. We give new designs and introduce new concepts into the market; then the market tries to follow us. I am the designer. This is a total partywear brand using only imported fancy fabrics. But I am always varying my cuts and styles to make them fresh and edgy, like on a fashion runway! The market eagerly waits for my garments as we are very creative and give fresh fashion that others try to copy. That is why I have called my brand "Pure Pink".

"We make short party dresses, midis and gowns. We also make sets: our sets retail for MRP Rs. 1500 to Rs. 2200. We have denim

sets, dungarees, skirt-top sets, palazzo sets, culotte sets and shorts sets. So we give style with plenty of variety. My shorter and long party dresses retail for MRP of Rs. 2000 to Rs. 3000.

Darshan Shah continues, "We are present and doing well all over India, especially Maharashtra, Punjab, Haryana, Rajasthan, Gujarat and Delhi. Another major market for us is Mumbai itself. We are in Trios, Sagar, Carron, Trendsetter, Shahenshah and many more leading fashion stores. We are getting very good business from them. They tell us we are a very premium brand, topping in fresh fashions, liked by the customers and selling like hot cakes. Out of every 100 pieces we sent to the shops, 90% gets sold because people enjoy our designs; so in a short space of time we are doing very well!"



### Style File of Pure Pink

“Styling is the main element of this brand as it does not rely on the pretty fabrics alone. We give unusual cuts, silhouettes and sleeves and pretty detailing.”

1. Set of soft pleated dotted shorts with off-one shoulder, frilled tops.
2. Brunch-style, fashion-forward dress with short contrast Bolero. Formal jacket-shorts sets in Blue, Pink and Rama Green with a “Fashion” inner.
3. Checked Pant-Suits as well as frilly party gowns.
4. Shrug and Boleros on differently-styled sleeved dresses.
5. Shrug-style long open jackets, with cute inner tops, and trendy “turn-ups” on the dotted shorts.
6. Glittery, shiny Palazzo evening-sets.
7. Pretty, sequined party-frocks, glamorous gowns.

## SUNNY

### A reputation for fashion!

The brand, SUNNY FASHION, creators of kidswear, was born in 1993 and enjoys a high reputation in the market. We spoke to Kiran M. Fofadia, who along with his brother (and partner) Krupesh, is responsible for this smart bottomwear brand for boys from 6 months – 14 years. In the smallest boys segment (6 months to 2 years) the MRP is Rs. 700 to Rs. 800 for Full Pants; MRP Rs. 600 to Rs. 700 for Capris and Rs. 450 to Rs. 600 for Shorts. For bigger boys (2 years to 5 years) the MRP is Rs. 700 to Rs. 900 for full pants; Rs. 600 to Rs. 700 for capris and Rs. 450 to Rs. 600 for shorts. For the biggest age-group (6 years to 14 years) the MRP for full pants is Rs. 900 to Rs. 1300; for capris, it is Rs. 800 to Rs. 1200, and for shorts, it is Rs. 700 to Rs. 900,” he says. In Mumbai, we are in Benzer, Kamadhenu, Parichay and more. We are strongest in Gujarat, Maharashtra, Punjab and UP.

“Our USP is our top-notch quality (from fabrics to styles, washes,

stitching and accessories). We make a premium product at a reasonable price. We are in the mid-price segment and so we are truly a value-for-money brand. Our retailers

give us feedback that our customers love our superior style and quality, our top-of-the-line washes and finishes and are happy about the price-points. The fabrics we use include: Denims, Knitted Denims, R.F.D. stretchy knitteds, 4-way knits, cottons, corduroy, jacquard and printed knits. We are reputed for our very soft, skin-friendly products. We use a lot of 4-way Indigo knits currently as they are strong and supple, lightweight and the drape and feel is very good. Our 4-way knits come in several attractive colours like light grey, bright navy, brick, caramel, butterscotch, tomato and pinkish-fawn. These colours are trendy,” he adds. “We have 2 style ranges. In the Basic range, the fabric is more important and the embellishment is minimal. The other style range is Totally Funky. So everybody can have a lot of choices. We care a lot about the comfort factor and use soft washes like Cloud Wash and Towel wash. Right now, we are doing more cottons than denims. Kids love to run and jump in our stretchy 4-way knits. We have nice colours in cottons, like khaki, mustard, tan, brick, olive and grey-blue. The cargo trend is really big in fashion right now.”

### Sunny's Fashion Purpose (Vision)

“To spread Happiness by providing affordable, comfortable and innovative offerings and to develop long-term relationships.”

### Style File of Sunny

For Smaller boys: RFD printeds in trendy new designs, Jacquard and pin-stripes. Stretchy, tie-up waists that are comfy and adjustable. Smart patches, appliques and spray-wash. Very soft knits with colour-block side panels. Also indigo cotton cargoes and coloured denims.

For Bigger boys : Around 12-20 colours in cotton long pants, camouflage styles with cargo pockets. Soft blue denims with cloud wash. Many outfits with funky belts and “Sunny” branded accessories. Some “Print” pockets, some saddle-stitch details. Knit-cottons that look like twills, but are very stretchy for kids to run, jump and play games. Lots of “Funky” styles with Hi-definition prints and jeans-type or cargo pockets.



## KEEL BEEL

### New styles, fresh concepts

**K**aushik Mehta of Parshwanath Clothing Company (Proprietor) started his company in 2008, with the "Keel Beel" brand, for Girls' Ethnic wear. Later his brothers, Bhadresh and Pinakin joined him. We spoke to Kaushik, who was earlier employed in the boys sector and then decided to manufacture girls' ethnic wear. "The first 2-3 years was a steep learning curve, then I got well-settled. In the last few years, the competition is much more. However, we are doing well because of our USP: giving different and glamorous designer styles for young girls at a reasonable price. We use beautiful fabrics from Surat and imported fabrics from Turkey and China and then create fashion-forward styles with exotic embroidery. We have 2 collections, Summer and Winter and we participate in the CMAI Fair. We are especially strong in Maharashtra, Gujarat, Delhi, Mumbai, UP and Punjab. We are in the leading stores in Ahmedabad, Surat, Baroda and Anand. In Delhi, we are in Chunmun, Appeal, Madan Stores and many more. In Mumbai we are in leading stores like Carron, Kids Zone and Parichay, among others. We are manufacturers and wholesalers. Our ghagra-choli sets are for Rs. 1500 to Rs 3000 (WSP). Our gowns are from Rs. 2000 to Rs. 3000. Our Patiala suits are Rs. 995 to Rs. 1200. Our churidhar suits are from Rs. 1200 – Rs. 1800. Our very very popular Palazzo suits are from Rs. 1200 – Rs. 2000. We use fabrics like: Dupion Silk, Silk Tafetta, Net fabrics and Chanderi silks.

#### Style File of Keel Beel

1. "Our best selling item; we have sold more than 50,000 pieces in

the last 5 years and are still flooded with repeat orders is our beautiful set of mulberry silk top in soft gold with a neck and border of poppy-style florals in fesive red matched with a cute Patiala in red with gold "butteris". Also available in 5 colours like Rani Pink with Navy, Navy and Red combo, Rama Blue with Orange. Retailers just call and ask for Design No. 1193.

2. Ethnic "sari-style" gown is our new concept introduced in the market; mulberry colored sari-style, with a frill-sleeve choli and attached draped dupatta and soft palazzo style that mimics sari drape. Prettily ornamented.
3. "Our highest selling item in the last 2 months is our one-piece gown in soft viscose with panels of self-colored chikankari work on the skirt, with gorgeous Red-Tulip computer-stitched florals in Resham and Zari thread."
4. Elegant dark navy blue velvet gown with Balloon sleeves and 'Daman' with gold sequins and pink hand embroidered florals with "Zarkan" work on the bodice.
5. 3-piece set: Brocade inner has an A-line skirt with maple leaf motifs in soft gold and soft pink on grey brocade background. A smocking top in muavey pink has hand embroidery in gold. The jacket is a long, transparent gold net shrug with delicate bead-work.



## LEI-CHIE

### Find your fashion!

**T**he Lei-Chie brand, with its cute logo, is a girls' western-wear brand, started in 2005, catering to the 1-12 year age group. The product portfolio has skirt-blouse sets, dresses and party dresses. In our topwear the maximum is in knitwear, but we only sell sets, not separates,' says Raju J. Thakkar, Proprietor. "I have spent 30 years in the garment business, but I started in retail. We did a lot of wholesale business. We felt there is more scope in manufacturing and we could design cute, stylish and trendy outfits for girls. Even in retail, we were into girls' wear. Nowadays, how we come up with new, fresh collections is that we survey all the international trends and markets on our computers (online). We also survey the domestic market and take feedback from our long-standing retailers. Then we do our designing and manufacturing. Our strongest markets are Mumbai and Gujarat. We are in all leading MBOs and stores like Carron, Roopam, Jelly-Molly, etc.

"Our USP is that we specialize in trendy



sets: casual and semi-party sets. We use all synthetic fancy fabrics. We do shorter midis and long midis for partywear. Retailers say the mothers want to buy our sets because they are very comfortable to wear and you can mix-and-match the tops and bottoms. We sell 60% sets and 40% dresses and midis because sets are more versatile. Price-wise, our MRP is Rs. 1000 – Rs. 1800 for sets and Rs. 1200 – Rs. 1800 for dresses. Semi-partywear is very popular. Our summer collection has lots of shorter midis, shorts-top sets (Tshirt and Blouse styles). Palazzo-sets and culotte sets are very much in trend right now."

#### Style File for Lei-Chie

Gharara-styled and frilly palazzos, with "cold-shoulder" tops, or tops with brooch-style fabric flowers to ornament the necks/shoulders, pleated palazzos with strappy or filled party-type tops, Culottes with flaps. The mix-and-match, floral check print palazzos are very "European chic" looking.

Also some striped tops with dotted pants: very stylish and on-trend. The floral net fabric poncho styles with dhoti-pants look fashionably festive. Smart daywear dresses and elegantly designed evening gowns would make a young girl's dreams come true!