

## CLASSIC POLO



**Usha Periasamy,**  
Director-Operations & Brand

## Trendy polos with curated fits, patterns, colours and washes

### The Brand

Classic Polo offers trendy polo T-shirts, shirts, trousers, shorts in quality fabrics curated with different fits, patterns, prints, dyes and wash treatments. T-shirts are mercerized, combed, 100 per cent cotton and linen fabrics. The brand has used weaves like honey comb, jacquard, injected slub, spaced dyes, fabric dyes like indigos, and silicon, enzyme, golf ball and peached washes. Styling is with value added trims.

### T-shirt Market

Apparel brands whose core strength was only woven are launching T-shirts in a big way. The market size is around Rs 7,000

to Rs 10,000 crores and is growing at 10 to 12 per cent year on year for the past two-three years. It is a promising category as it complements denim, which is aggressively scaling up. The T-shirt market is big in metros while Tier II and III are equally growing in quantity but price range preference varies with market. In metros competition is high in the organised sector. In non-metros, regional brands fare better as they offer price advantage. But Tier II and III have geared up and are contributing to growth of late. T-shirt prices range from Rs 199 to Rs 4,999. Price categories are economy, mid segment, mid premium, premium, high premium and luxury. "But the premium



T-shirt segment is almost nil. T-shirts cannot be priced beyond a limit. The ideal premium price is between Rs 1,999 to Rs 2,999. Even international brands are cautious when it comes to pricing."

Licensing is futuristic and will contribute to bringing in a wide variety of styles and designs into the country leading to category expansion. Licensing adds value to the brand beyond doubt based.

### Retail Network

Classic Polo is available in 115 exclusive brand outlets, 450 large format and 5000 multi brand outlets. The brand is keen on expanding in Tier II and III cities and expects to add 20 to 30 stores next year. The plan is to open 15 or 20 stores in and around Chennai, Mumbai and Kolkata.

## MONTE CARLO

## Ultra chic, suave and trendy styles



**Rishabh Oswal,**  
President

### The Brand

Monte Carlo caters to men, women and tweens with a huge collection of shirts, tops, T-shirts, tunics, shorts, jeans, trousers, dresses, tracksuits and more. Women's western wear include: crop tops, shorts, shrugs, denim dresses, linen tops and more. Formal wear includes tops and shirts in millennial shades that can be easily paired with pencil skirts and trousers. The fusion wear range comprises tunics, leggings, etc. The range for men features varied options in formal and casual wear including T-shirts, shirts, trousers, linen shirts, lowers, tracksuits and bermudas.

### T-shirt trends

The brand's trends and styles for the season include: polo T-shirts in striped, microprint, patchwork patterns. Round neck tees with slogans, tropical prints, various color washes, graphic tees. The color palette is divided into two: One is a strong, vivid palette that helps create effervescent outfits; the other has pastel hues for a subtle look. For Monte Carlo the ratio of fashion and basic knits is 30:70.

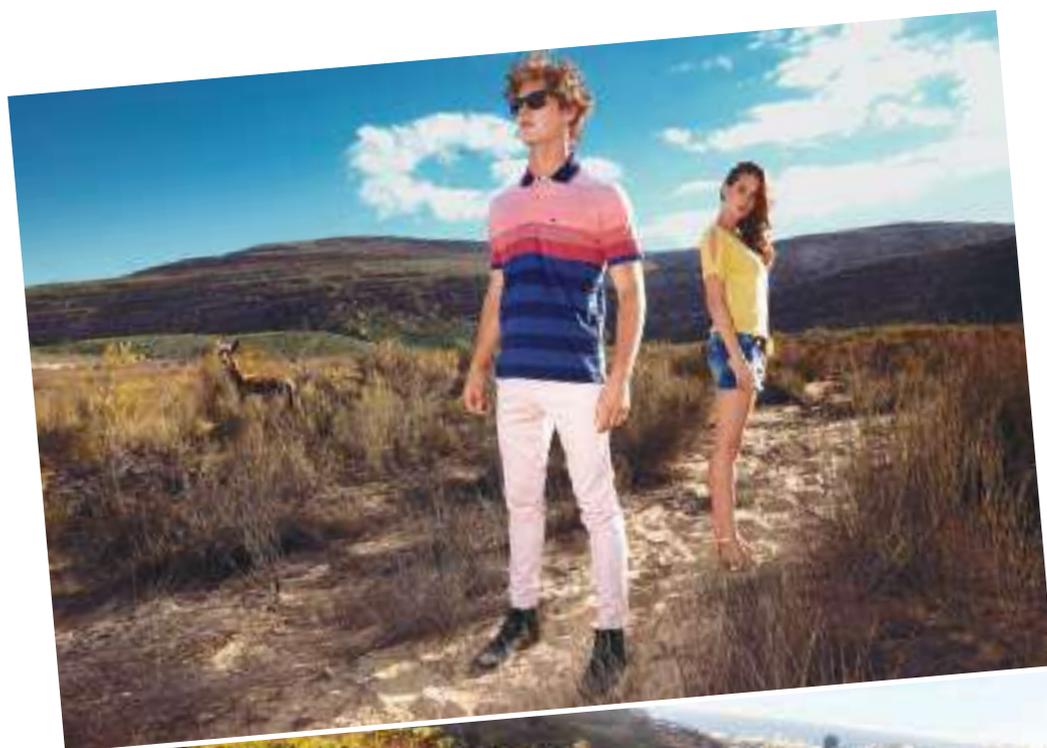
In basic knits, the brand uses jersey, pique fabrics and in fashion knits interlocked and mercerised fabrics are used. All three new styles -- polo, round and crew-- have huge demand. Polo remains a preference among the stylish set and those who prefer smart casuals while round and crew neck are a choice of youngsters (college goers) who like laid back, easy dressing.

### New Collection

Monte Carlo's spring/summer 2018 collection emphasises on ultra chic, suave and trendy pieces. The collection is in line with international fashion trends and is set to dominate the industry. The range features fresh, bold colors and unconventional silhouettes. Men's range have a vibrant color palette. Women's collection has dramatic silhouettes in terms of tops, where a lot of ruffle has been done. A huge range of cold shoulder tops have been included. Apart from this the brand innovates in knit structures, chemical treatments and experimentation with the color palette. To take the street-style look a notch higher, authentic graphics are utilised alongside unique embroidery, dramatic sleeves and colour washes. The brand has played with prints, washes and bold colors to add vibrancy to the men's wardrobe.

### Retail Strategy

Monte Carlo is available through more than 250 exclusive brand outlets, over 2,000 multi brand outlets in India and abroad, and large format stores like Lifestyle, Pantaloons, Central etc. The brand has an online website and is available on other leading e-commerce portals.



## DUKE FASHIONS

## Stylish, cool and vibrant collection



**Kuntal Raj Jain,**  
Director

### The Brand

Duke is expanding in categories like active wear, thermal wear, winter wear and accessories like footwear. Expansion will create a centralised, multi-product engine for wholesale and retail distribution, supporting Duke's long-term business growth in India.

### New Collection

Duke's summer line-up has T-shirts, designer tops, shirts, denims, trousers, lowers, loungewear, capris, bermudas and footwear. The collection is stylish and projects a cool factor. The collection for both men and women comes in various styles having superb fits, vibrant colors, a variety of fabrics and interesting patterns. There are button up shirts in cotton or poly cotton fabrics in breezy tones that sets the mood for those who love to go casual. Teens and fashionistas have tank tops, graphic printed T-shirts and shorts in varied tones. The collection boasts of some exciting color combinations, designs in stripes, prints, embroidery, patch work, short lengths, round necks, collars etc. Keeping

in mind Indian climatic conditions, the clothes have been treated with special sweat absorbent technology thus making one feel fresh and active all

through the day.

### Active Wear Market in India

"Over the past few years, India has rapidly caught up with wider global fitness trend. Rising incomes and discretionary expenditure in urban India have allowed people to focus increasingly on health and wellness. Running, cycling and team sports are among India's fastest trending exercises. There is growing demand for active wear among both men and women but the men's category is showing higher growth. Big brands are focusing on active wear and its different components. With rising demand for active wear in today's world, this category will be growing at a high rate in coming years."

### Retail Presence

Duke is present in 4,000 multi brand outlets and 360 exclusive stores. It is in chain stores like Central, Reliance Trends, Reliance Market, Arvind Retail, Metro, Aditya Birla Retail, Hyper City, Brand Factory, etc. It is online on Myntra, Snapdeal, Jabong, Flipkart and Amazon. The brand targets rural markets because there is a huge potential in these areas. It has already covered entire towns and cities. In its own online shopping portal Duke offers free delivery and online payment support. It also offers cash on delivery services.



## BEING HUMAN

## Casual luxury the theme this season



**Saurabh Singh,**  
Head Designer- Menswear

### The Brand

The brand was launched five years back by Salman Khan. It has seen good growth every season. The brand rides on casual luxury as the theme for this season. This is a mix of comfort and style in equal measure. The garments are pre laundered to achieve that soft handle. This season, the brand has introduced a special line of fashion vests which are perfect for summer/beach style.

### Season's Trends

For spring, the brand has a rich colour palette of deep hues like raspberry, grape, beet red, with highlights in fluorescent. For summer, the palette is soothing pastels and multiple tones of indigo from deep to completely bleached ones.

The basic fit continues to dominate but there are lots of fashion fits making way into menswear like the baggy boxy fit with dropped shoulders which can be in either cropped length or in longline versions. Longline fits are now coming in asymmetrical hemlines.

### Fashion vs Basic Knits

For Being Human, the ratio is 20 per cent basics, 20 per cent mid fashion and 20 per cent high fashion/directional styles. Singh says, "Since we are a fashion brand we enjoy making new designs every season

and keeping pace with constantly changing trends. It's important to be flexible."

As for fabrics, surface textures have become important. Double face fabrics are also in trend. Being Human's 40 to 50 per cent of the collection is in blended fabrics. "Most fabrics used for basics are single jerseys either in 100 per cent cotton or blends. Fashion styles can be 100 per cent cotton or different blends like Tencel, Modal or linen etc. Mercerised T-shirts work mostly for premium formal wear brands."

Singh says, crew neck accounts for the majority of T-shirt market due as anyone of any age, style, size etc, can easily wear it and it's available in maximum number of design options. Polos are second. They work well for a smart casual look. Apart from these there are other neck options like V-neck or scoop neck which anyway are variations of round neck."

### Retail Footprint

Being Human is present across the length and breadth of the country covering every major city. It has 61 exclusive brand outlets. In terms of international presence, the brand is in Mauritius, France, Nepal, Middle East and Fiji. The plan is to open 40 or 50 stores in the next two or three years.



**NUMERO UNO**

**A curated collection for this season**



**Nivida Kohli,**  
Design Manager

**The Brand**

Numero Uno uses cotton rich solid knits in varying GSMs from mid to heavy in core basics. For casuals, it uses fabrics that give a textured, marled, speckled or slubby look along with a whole lot of prints with updated finish on fabrics. The soul gratifying collection has fabrics that represent the roots of the brand. Indigo, deep blue and colours allow experimental industry laundry processes. Borro prints and handcrafted techniques inspire mechanically made fabrics that result in fashionable durable and comfortable products. In the active wear segment futuristic fabrics with performance characteristics are in use.

Realising the need for crossover products and hybrid silhouettes as per changing lifestyle needs, Numero Uno has carefully curated the collections for this season. There are smart casuals, fashion casuals and classics that are durable and trans-seasonal. Numero Uno is exploring more ethical and eco products, the active wear segment and wearable technology. The aim is to grow by 10 to 15 per cent annually across all categories.

**New Collections**

The brand's line up for the season is an expression of oneself, celebrating the 'Real You'. Day wear casuals are inspired by Mediterranean coastlines soaking in the mariner mood. The holiday collection Sunset Chameleon is wrapped around tropical skies in sun bleached colors. The flora and humid heat of tropical islands inspire camoflage and floral prints that are textural and tonal

for round necks and polos.

Detailed embroideries and embellishments create a luxurious dreamy mood in girls' tops. There is a line interlaced with multiplicity of craft and culture influenced by Japan and India. With fitness becoming a part of everyday life, fashion has been fused with comfort and functionality for an off the mat athleisure look. Colors are primarily pastels and have a pigmented textural feel to them.

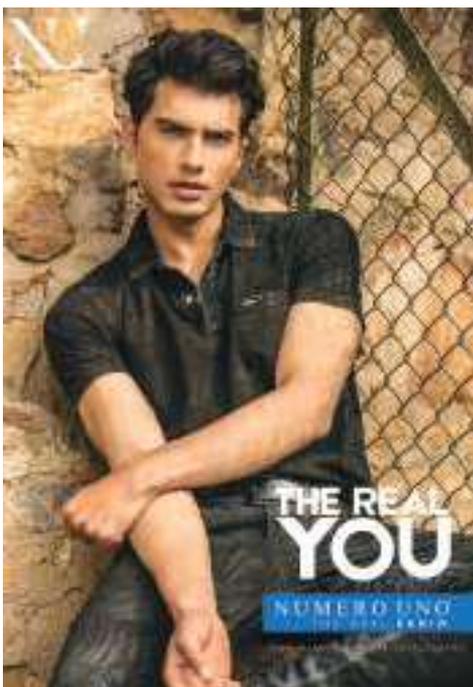
**T-shirt Trends**

"T-shirt that was once meant for college goers, weekend wear and indoor casuals has risen up to the Friday dress code and now has made its space in everyday work wear with a smart casual crisp look," says Kohli. "Comfortable knit shirts, crisp polos and plain round necks are trending for this business casual look." For Numero Uno, 30 to 40 per cent is core knits comprising wardrobe essential classics with updated looks that are trans-seasonal.

The fibers used for value addition are Lycra, Tencel and Modal. As Kohli says "Only 10 per cent of our range contributes to such products. But these fibers have better performance, fluidity and improved hand-feel, which adds value to the product and hence, we would like to offer more of these to our consumers in the near future."

**Retail Network**

The brand has 200 plus stores across India. It has a deep penetration in the north and intends to expand its retail foot print in the eastern, western and southern regions.



T T LTD

## Stress on value added finished garments



**Sanjay K Jain,**  
Managing Director

### The Brand

TT is a well established brand in the knitwear segment. The products range from hi-fashion outer wear to innerwear for men, women and children. Earlier, the company focused on backward integration with exposure in yarn/fabrics for intermediate supplies. Lately it has shifted focus to the value added finished garment segment. TT is confident of a 25 to 30 per cent growth. Constant development is being done to make new products, particularly in fashion so as to make a strong product basket. All the brand's development in color palettes/ styles/ themes are focused on the youth.

### Fashion vs Basic Knitwear

Fashion wear is directed mainly toward urban markets. Basic innerwear is directed toward all markets. The fashion segment is small compared to the basic segment in volume terms – less than 10 per cent is basic. But owing to higher value addition and much higher price points in fashion products, this difference is reduced considerably, though it

still falls short of the basic segment in value terms.

### Future Prospects of Knits

Jain says, there is a high percentage of unorganised space in the knitwear markets to be harnessed by organized brands – both for domestic sales as well as export. “Coupled with a high double digit growth rate, we have a promising future. And Ludhiana being a strong hub for knits, along with Tirupur and Kolkata, we can foresee a bright future for the industry in the near future. The total hosiery market in India is around Rs 25,000 crores, growing at 15 per cent a year, of which only around 30 per cent is in the organised sector. So, the potential is huge for organised players to harness.”

### Retail Presence

TT's retail presence is growing fast with the expansion of its distribution base. The brand is expanding its EBOs under the brand of TT Bazaar and hopes to reach 100 stores in the coming year. The brand is available in 30,000 MBOs which is growing every day.



Wear in *Style*

## DOLLAR

## Making innerwear fashionable and affordable



**Vinod Kumar Gupta,**  
Executive – Managing Director

### The Brand

Dollar is completely into knitwear. This season, it has introduced Bigboss, made with Egyptian cotton, which is the best long-staple cotton in the world with soft and agile entwines. Dollar launched J-Class almost three months back. Dollar has also introduced active wear and graphic tees for women, in trendy colors and patterns in leggings, glow shine waist bands for men's briefs with abstract patterns, bold graphic printed tees for men, and stretchable and quick dry fabrics. The aim is to be a Rs 2,000 crore company by 2024 and the mission is to emerge as India's best loved hosiery brand and make outerwear and innerwear fashionable yet affordable.

### Innerwear Market

"Currently, the market for innerwear is about Rs 15,870 crores and expected to touch Rs 68,270 crores by 2024. It is one of high growth categories. The innerwear industry is quickly fusing innovation into clothing. With modern trends of consumers and product advancements, innerwear has turned from a conventionally utilitarian item to an essential fashion product. New shades like pop colours, glow shine waist bands,

abstract patterns and stretchable and quick dry fabrics have come into sleepwear, active wear, intimate wear, athleisure and maternity wear."

### Innerwear Retail

Numerous brands and private labels, are available in metros and mini metros through department stores and EBOs. Local, smaller players display a retail presence similar to that of active wear, with the availability of products for particular regions. Department stores enjoy a good footing with customers and local unorganised stores are most popular for this category. Although MBOs selling innerwear are considered most significant retail format, women are becoming comfortable walking into EBOs to purchase innerwear, mostly in major cities. In smaller cities, neighbourhood stores are preferred.

### Fashion vs Basic Knitwear

Innerwear has graduated from being a functional product to a fashionable product. Several fashion brands are increasing their focus on this to grab a higher share of the wallet. There are dedicated shelves in stores for innerwear.

### Brand Consciousness

It depends on the type of products consumers are purchasing. Purchase of products from traditional markets is continuing but with the evolution of online trends, the knitwear sector is getting a satisfactory response from online buyers. In case of innerwear, customers usually prefer to buy from brick-and-mortar outlets. They are more comfortable examining the product quality and size physically in this segment.

### Retail presence

Dollar is present in 800 cities across 26 states in India through 80,000 MBOs. It also has its own online retail platform. The brand is looking at opening exclusive outlets and large formats. Two per cent of Dollar's sales come from e-tailing.



HRX



**Afsar Zaidi,**  
CEO and Founder

## Clothes for active performance and lifestyle

### The Brand

HRX by Hrithik Roshan is a household name in active wear category in India. HRX has product categories across active performance and lifestyle. The spring/summer line from further establishes the sports graphics language which is a key differentiator for the brand. The Jogger gets stylised in latest trends with side tape detailing, heat sealed zippers in melanges and monochromes. Nearly 65 per cent sales come from men segment and 35 per cent from women. In future, the contribution of women is expected to go up to 45 per cent. This year, HRX has a growth projection of 100 per cent. It expects footwear to continue driving growth and sales along with new categories like eyewear and innerwear.

### Activewear vs Performance wear

Activewear is normally studio to street clothing. It is meant for exercise, live-in, move about. As the name suggests it's meant to be worn during activity. Performance wear, however, is clothes particularly designed for sports. These have special in-built features or technology aids that help an athlete or player improve their performance in a sport."

### Activewear Industry

The fitness industry in India is a sunrise

sector poised to grow at 30 per cent year on year. Indian activewear industry is estimated at a whopping Rs 8,500 crores. It is expected to continue growing at a CAGR 12 percent and touch expected sales of Rs 54,000 crores by 2020. With Indians becoming more health conscious and image sensitive, their pursuit of fitness has increased. The average age bracket for fitness enthusiasts is 20 to 35 years, which makes up the majority population of young Indian students and professionals. To be able to tap into this big chunk of the population, with disposable income and the affinity towards fitness, brands focus on activewear segment. While almost 50 per cent of Indians still prefer traditional ways of staying active, like walking and running, the rest are inclined to swimming, cycling and other sports and training. For targeting this kind of segmentation one needs to delve deeper into subcategories.

### Retail Strategy

HRX is exclusively available on Myntra and has a presence across India in all Tier I and II cities. The plan is to expand into offline retail. The process of identification of the right retail partners for MBOs and availability of right locations for EBOs has begun. The target is the end of financial year 2018.



## TURTLE

## Dobbies and prints on dobbies are major highlights



**Narinder Kaur,**  
Design Head

### The Brand

Turtle has a range of jacquards and a basket of engineered dobbies. Also included is a capsule collection of prints on two tone pique. The color pallet is pastel bright with ample beige, white and cream. T-shirt fits are silhouette, cut close to the body, and slim fit. For Turtle polos make up the biggest share.

### New Styles

The major theme in T-shirts is 'Men In Pink', which celebrates the color pink for this summer. Dobbies and prints on dobbies are the major highlights. The Fuse collection has vibrant tones with prints and engineered dobbies. Mandarin collars, polo with stylised collars and printed graphics in crew necks are on the shelf. In crew neck, Turtle has played with the brand name and logo, like a stylised statement crew. The color palette

for summer is soft and vibrant. From lemon to peach mint and aquas, Turtle has it all.

### T-shirt Innovations

Innovations are different value addition in fabrics like Tencel, Modal and linen in knits apart from jacquards and indigo. Special technical finishes are also being introduced like anti bacterial. Mandarin collars in all forms and styles.

Mergerized T-shirts are more in polo since it's fine and superior in the higher price bracket. Fine dobbies and prints are being done on mercerised polos. Basic and fashion knits generally have difference in yarns. Fancy yarn and finishes are the order of the day. Mélange, neps, indigo, jaspe are the fancy bases which differentiate from the regular core products. Turtle also does surface ornamentation like print and washing.



## MUSTANG

## Synonymous with socks in India



**Lubeina Shahpurwala,**  
Partner

### The Brand

Mustang has a mixed range of products both basic value packs and a fashion line. Socks fall under the hosiery category. Hosiery primarily consists of T-shirts, innerwear and socks. The category is vast and socks were the smallest component till a few years ago. Even now, socks is less than 10 per cent of the entire hosiery/knitwear category. For spring/summer, Mustang has incorporate bright vibrant hues in its range. The new designs are bolder.

### Evolution of Knitwear

Earlier, the knitwear industry was dominated by non-branded players. However, now, it is rapidly growing as more and more brands are entering this segment. At one time, the perception about knitwear was restricted to sweaters and other winter warmers. Knitwear as a segment is now manifold—from winter apparels like sweaters, neck warmers, socks, cardigans to dresses, skirts, crop tops, jumpers, shoes, oversized knitted beanie hats, head bands, etc. We

have witnessed an incredible surge in knitwear industry due to product and fiber innovations. Formal outerwear is also being manufactured in knitted fabrics, where comfort and fashion are the main factors in the design element. The same concept has filtered down to the accessory segment in knits as well. Socks have become more fashionable, comfortable and easily accessible."

Countries like Vietnam, Bangladesh, Cambodia, Sri Lanka and others have trade agreements with Europe. This makes it difficult for India to compete with them. Like us, these countries too have an increased market share in segments like women's/ girls' knitwear, men's/boys' cotton trousers, shorts, nightwear etc. Although we are optimistic about the future, we also foresee that it might be difficult to compete with global players. This is because Made-in-India products are becoming expensive to manufacture due to various factors including the rupee appreciation against the dollar. Also, we as entrepreneurs need to give importance to skilling our workforce.

### Retail Network

Mustang is in some 8,000 MBOs. It has a robust distribution network with 36 distributors present across India. The brand is looking at increasing its presence in all B and C territories and metros.



## LATEIN QUARTERS



## Mix of prints and pastels for fashionable women

### The Brand

Latin Quarters is positioned as a premium women's western wear brand. It caters to upper-middle and elite women between 21 to 45 years with disposable income to spend and having an awareness of international fashion. Latin Quarters is not much into T-shirts as into knit wear. In the new line the brand has created admixes of prints and hues of pastels. Appliquéd with varied necklines and collars, the collection recreates contemporary styles and modern woman's fashion.



The range offers diversity through lace and X-ray fabrics with unblemished cuts, high-flying tones and canvas prints. Printed,

animated, crop tops are the recent styles in women's T-shirts which the brand has done.

"Though India is strong in wovens, the knitwear industry in India is on double digit growth. The industry is gearing up for bigger play in the Indian apparel industry. The Indian knitwear industry has witnessed strong growth in the last few years and will continue to do so. With the advent of ideas from international designers, the domestic industry is flooded with fashionable knitted apparels.

### Retail Presence

Latin Quarters is in 19 EBOs and 200 MBOs. The plan is to reach 60 exclusive outlets and over 300 points of sales by next year. Future plans cover Tier II and III cities. In addition, the brand is exploring opportunities in the Middle East, Southeast Asia and African markets. Latin Quarters is with Myntra, Flipkart and Amazon and has its own e-commerce site.

## CANTABIL

## Simple yet sophisticated themes



**Deepak Bansal,**  
Director

### The Brand

Silhouettes and prints have been upgraded. Shirts have remastered collar shapes and cuts. Various fits of shirts has been included for example slim fit, regular fit, etc. Also, the brand is upgrading latest fits of trousers and denims. In women's wear, latest silhouettes have been adapted. Formal shirts and kurtis, A-line, straight fits are the key shapes being focused on. Boat necks, keyholes, mandarin and Peter Pan collars, illusion necklines are the highlights of the collection. Contrast plackets, yoke lines, florals and checks break the monotony of the prints and patterns. High low concepts have been used in shirts, dresses and tunics.

### T-shirt Segment

The segment is doing well particularly due to the weather and young India's casual clothing preferences. A lower price band is advantageous. Anything above Rs 1500 is difficult to sell online. Maximum demand is from Tier II and III cities. Consumers are becoming aware of brands but the Indian consumer is not ready to buy super premium

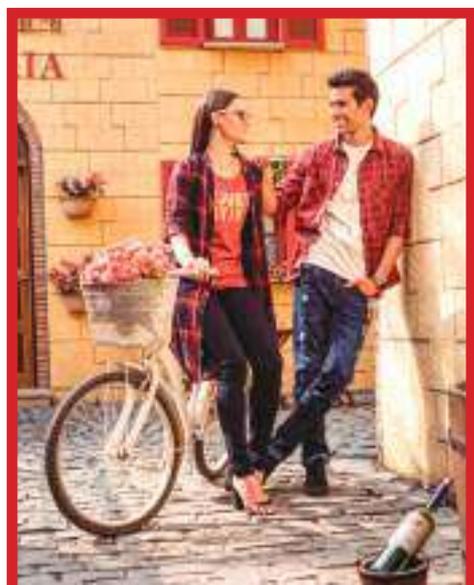
category T-shirts barring a select few. T-shirts have bright prospects in India because of the huge number of young people.

### New Styles

The style statement for Cantabil is simple yet sophisticated. Simplicity in attitude and sophistication value addition. The brand researches and develops new collections every year. This year also there is a theme. Remastering the old and incorporating fashion elements is the ultimate theme which the collection portrays. Keeping fashion alive, Cantabil has incorporated historic inspirations in prints, weaves, and fabrics. Modernizing the silhouettes of the garments with latest cuts and shapes, the brand has enhanced the new collection by making it completely wearable and affordable.

### Retail Presence

The brand has a strong retail presence in North India and doing good numbers, year on year growth is in double digits. Cantabil has aggressive expansion plans for Tier II and III cities of North India.



**NO NASTIES**

**Focus on organic cotton**



**Apurva Kothari,**  
Founder

**The Brand**

No Nasties is a niche brand and does only organic and fair trade clothing. Organic T-shirts are for men, women and children. The brand works only with cotton. It has a children's collection coming up and then an adults' collection for summer and fall. "This season we expect to grow three fold."

**Organic T-shirts**

The organic clothing sector is growing with increased consumer consciousness and more brands entering the space. Organic T-shirts have no GMO seeds, no carcinogenic pesticides, no toxic dyes. In other words, No Nasties. Cost is a factor, but the Indian consumer has enough purchasing power and this should not be a huge issue for the middle and upper classes."

**Retail presence**

In India, No Nasties has one EBO and three MBOs. Internationally, it is in 18 MBOs. In India, 80 per cent of the brand's sales are from metros and 20 per cent from Tier II cities.



**BONORGANIK**

**The ethical brand**



**Niharika Verma,**  
Founder

**The Brand**

The new range has gabardine twills, cargo pockets, olive-drab hues camouflage prints, oaths, uniformity. Colors are down-to-earth like khaki, olive, and brown. The collection is a fusion of functional uniformity. "Being ethical is not our portfolio or sole strength. Being ethical is the need of the hour. We work like any other fashion house and being ethical is just an add on to our offering."

**Organic T-shirts**

"The market is growing and people have huge respect for ethical brands. If price points are not high, and products are trendy, people are willing to buy and continue buying organic products irrespective of their beliefs. As compared to a normal cotton T-shirt, an organic T-shirt has a soft feel, is easier on the environment and is better for baby's skin. The organic concept has extended to almost all fabrics. Chiffon, silk, rayon, crepe, anything is possible. Organic

is a route each brand has to take sooner or later."

**Retail presence**

Bonorganik is available only online. But it wants to be present in Tier II and III cities. It plans to be with major marketplaces and MBOs.

**Fashion prospects**

"The fashion and lifestyle industry in India is witnessing a surge, with strong drivers of growth and a host of other factors resulting in its progress. Pegged at \$100 billion and growing at a CAGR of 8 to 10 per cent offline, the segment is projected to grow by 15 to 20 per cent over the next five years, from the current 4 per cent. India has a 450 million internet user base, which is expected to grow by 62 per cent to 729 million by 2020. The total number of online transactions was 200 million in 2017, which is expected to increase by 65 per cent by 2020. E-commerce is a key channel for fashion and the online fashion market is projected to grow 3.5 times by 2020."





**Guneet Singh, Japneet Singh,**  
Directors

## JUELLE

# Street wear kind of chic fashion

### The Brand

Juelle will have new categories like lounge wear, light track suits, light fashion jackets, dresses and gowns. "This time we are trying to make our collection different from our regular collections. We are working on a more urban street wear kind of chic fashion in addition to the regular basic trends. We are working on new color trends and prints. The lightweight pre-winter stuff is in demand. It has been doing well for the last two years. Since winters are not heavy, lightweight or pre-winter stuff will be in demand. Shrug and crop tops are expected to be in high demand. This year we have worked a lot on new embroidery concept in each category."

### New Styles

The brand has colorful polo T-shirts with collars which can be tucked in. This gives a corporate look. "In casual category, neons with digital prints, swarovskis and sublimations are in high demand. Crochet/brasso/net concepts are also selling good in this season. Embroidery concept are selling very good this season."

### T-shirt Category

The average price of a women's T-shirt is usually Rs 499 to Rs 799 but depending on the brand's position it can go up to Rs 1,999. Though women won't spend Rs 1,500 for

a T-shirt for day to day casual wear, they may opt for a super premium brand when it comes to specific occasions or evening wear or party wear. Otherwise the economy range upto Rs 799 or Rs 899 is preferred for college, shopping or malls.

The age group where T-shirt consumption is the highest is the school and college going crowd, which prefers casual, relaxed and comfortable clothing for day to day wear. When we move higher in the age group, women prefer tunics, dresses/kurtis which are more in synchronization with the Indian style of dressing.

Future prospect of the T-shirt segment in India is bright as nowadays most women are moving from ethnic wear to western wear. With growing awareness about international fashion and the influence of social media, the youth is demanding more funky and casual T-shirt concepts.

Super premium brands are more popular among the upper class whereas the regular middle class prefers casual fast fashion concepts. Seeing the vast size of the growing Indian middle class demand for moderately priced branded T-shirts is increasing."

### Retail Presence

Juelle is in 1,500 MBOs across India.

