

TMO

'Try to maintain best possible rates'



Tushar Verma,
Managing Director

The Brand

TMO was launched eight years back and is a sister brand of Time Option which is one of the major players in the garment industry from Ludhiana. It deals in sweatshirts and track suits for men, women and kids as far as its winter collection is concerned. The brand's summer collection comprises of t shirts and track suits for men and kids. "We have been quite successful in our first venture and since we needed to expand from production and retail front, it was not possible to manage multiple categories under one brand and that sees the genesis of another brand which is known as TMO now," Tushar Verma, Managing Director, TMO.



Collection

We have been using a lot of fancy fabrics this time. Consumer today is more aware, wants fashion products

and makes comparisons with big brands while making a purchase and this makes us to push the envelope. Our products happen to be quality oriented and reasonably priced in order to make them affordable for the middle class which is our primary target audience. Best possible rates are what we try to maintain. We undertake an extensive and detailed research before we come out with our collection every time. Every possible channel whether it is fashion forecast, magazines, social media or abroad trips, is explored before any launch.

USP

We don't compromise with quality at any rate. Utmost priority is given to rate and quality as this is what matters most. We care more for service than we do for selling. For us trade relations and understanding with our client is important and that helps us grow continuously in this competitive space. Extra care is given for raw material's purchase because this side of business decides how the final product is going to be.

Retail

We are available in around 250 to 300 MBOs and retail chains. Online presence is in pipeline. In a year's time, we are aiming to accomplish this also.

CONFIDENCE

'We adopt latest trends'



Ankit Aggarwal,
COO

New collections

Confidence adopts the latest international trends in fabrics in order to give a new look season after season.

Season's prospects

Last winter season was better than expectations, says Aggarwal. "So we expect to have good bookings for the season. A strong and neat product always makes its way. There is no major change in demand. All our product categories are moving ahead strongly. Nowadays fitness comes first for all age groups. So the market is doing exceedingly well. Also, the market is so competitive, so there is no major price change, but MRP of most winter products has increased due to the high GST rate slab. Which the end consumer has had to bear."



TIME OPTION

'Always ahead of time in fashion'



Gaurav Likhi
Director



The Brand

Time option was basically started by Rajeev Verma and Shekhar Likhi. It is known as one of the prominent brands when it comes to Jackets. This is because the brand never saw any deviation from what it was meant for from the very beginning. "We are known for jackets because we have mastery over this segment and that keeps the brand running successfully in today times," says Gaurav Likhi, Director, Time Option. Launched in 1992, the brand aims at providing best quality in economical prices in their entire range of jackets for men, women and kids. "We never felt the need to dive into other segments as is pretty common now a days owing to acceptance and appreciation that we have been receiving since the inception of the brand," adds he.

Collection

We do fashion and basic jackets both. The larger share is made by fashion jackets as they are quite popular among youth. As far as basic jackets are concerned, we see a good demand for them as well coming from people aged 40 and above. So it is like we have an equal acceptance among youngsters and mature people. Time Option is now ready with its next collection of jackets with new tones, fabrics and designs. We are always ahead of time in fashion. This time we are going to introduce knit jackets, light

weight jackets, and Parka jackets etc. New tones and fabrics are in. Tones of wine, olive and mustard are going to be in trend. Talking about fabrics, cotton is back in trend, cnp fabrics, nylon are in, structure memory and polyester are equally popular.

USP

Our brand provides an absolute royalty to consumers. Our products are at par with national and international brands in every respect leaving the pricing which is obviously far lesser. We have men's jackets in the range of Rs 1990 to Rs 3999 and women's jacket in the range of Rs 1595 to Rs 3499. Consumer's perspective is changing fastly. She is more brand conscious and fashion oriented. Ludhiana is leading the winter market and it is a good sign for industry stakeholders and consumers alike.

Retail

We are well present thru with about 400 MBOs pan India. Besides, we are with retail chains like Globus. The brand is available with online portals such as Jabong, Flipkart and Amazon. The business is good from online and offline channels both. We are expanding continuously, adding more MBOs every year.

Brand philosophy

We are brand which never compromises on quality believes strongly in cost efficiency.

WE SEE WHAT YOU SEE

WE THINK WHAT YOU THINK

WE TALK WHAT YOU TALK

WE ARE YOU



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CASHEWNUT

Global fashion with Indian sensibilities



**Ridhima Miglani,
Kashish Miglani**
Managing Partners

The Brand

Cashewnut, launched in 2013, is completely into women's wear segment. The brand was launched with Lisa Haydon. It strives to show the spunky and colorful side of a woman through clothes and add-ons. With both winter and summer collections, the product line includes sweatshirts, sweaters, jackets, shrugs, lounge wear, swim wear and T-shirts. The designs include original prints with special attention to details and finishes. The collections are casual in nature, cool and classy in appearance and a mix of European and Indian ethos. The brand's philosophy rests on the concept of the cashewnut, which signifies curves, which a young woman likes flaunting. So the brand provides her clothes that flow with her curves in the best possible way.

USP

"We have been supplying to big houses since 25 years and that experience has helped us gain acceptance in the market by introducing economical and quality-oriented products. We follow global fashion trends with a hint of Indian sensibilities. From the very beginning we have been giving good competition to brands already established in the market in a big way. We see market trends and play accordingly and that gives us an edge over others in the market. We aspire to bring a positive change in the



dress style of young women. Fashion is a lot more than what we wear today. The aim is to serve the middle class with high street fashion at reasonable price points and with quality parameters at par with global brands."

Retail Strategy

Cashewnut is present pan India with about 250 MBOs. It has its own website too. EBOs are being planned.

MONA LEAVES

'Looking at expansion and consolidation'



Sukhvinder Kaur,
HR Head and Administrator

The Brand

Women's wear brand Mona Leaves, launched in 2007 mainly offers woollens. The brand's forte is kurtis, though it has coats, pants, plazzos, leggings etc. "We are predominantly into woollens. But we use cotton and rayon fabrics also," says Sukhvinder Kaur, HR Head and Administrator. The brand feels pride in the technique and methods they apply for manufacturing. "Our products are always fine and quality-oriented. It is simple, elegant but value for money. Our products are popular among office going and middle aged women. The price range is from Rs 790 and goes up to Rs 2190," Kaur opines.

Future Plans

The brand is looking at diversification, expansion and consolidation. "Until now, we have been in mainly the Northern region but we are looking at big expansion in Southern part of the country," she explains. The plan is to capture every part of the country. "We are constantly strengthening our distributor network, wholesalers and agents. Online marketplace is another area where we wish to grow," Kaur observes. Though the brand is already available through its website and major platforms like Amazon, Trade India etc, they wish to ramp up efforts towards making these channels more growth-oriented.