

## Status Quo

**‘As a brand, we keep pace with latest fashion, along with innovation’**

**W**ardrobes in India and across the world are undergoing a change from formal to casual trendy attires. This has led to an unprecedented growth of T-shirts and knits category which have come out strong among all other apparel categories. In India, the market is dominated by men’s and boys’ segments, which contribute 85 per cent market share. However, the women’s segment too growing rapidly as there is an increased acceptance of western casual wear in across India. Status Quo launched in 1998, has made a mark in India with its line of trendy apparels. **Bobby Arora**, Managing Director, speaks to **Ajay Goswami** about the brand’s product expansion and retail growth plans



- **The brand is the official licensee of Baahubali 2, Emoji, Garfield, and Archie.**
- **Offers a complete range of fashion wear**
- **Ready to launch fashion apparel collection for Royal Challengers Bangalore.**
- **Projecting an increase of 30 to 35 per cent in business**
- **May add 75 shop in shops by the end of this year**

### **What are your expectations from bookings and sales in the forthcoming season?**

As a brand, we keep pace with latest fashion, along with innovation in our existing collection and new categories. We are projecting an increase of 30 to 35 per cent in our business, for the forthcoming season.

### **Tell us about your company and target audience.**

Launched in 1998, Status Quo began with the aim of creating a whole range of impressive and vibrant apparels for the youth. An established and popular brand today, it’s the choice of self-confident youngsters. Offering a complete range of fashion wear, the youth-focused brand has a dynamic style and outlook.

Complimenting their beliefs with modern designs, the brand helps youngsters to stand out among teeming millions with its unique and exciting designs and consistent quality.

With an installed capacity of 2.5 million pieces per annum, Status Quo is the official licensee of Baahubali 2, Emoji, Garfield, and Archie. It is also associated with Royal Challengers Bangalore for their fashion

apparel collection. (More on [www.statusquo.in](http://www.statusquo.in), Shop on [www.store.statusquo.in](http://www.store.statusquo.in), [www.facebook.com/statusquointia](http://www.facebook.com/statusquointia))

### **Tell us about the new collections for forthcoming season?**

After the successful launch of Baahubali 2 collection, we are ready to launch fashion apparel collection for Royal Challengers Bangalore in Autumn/Winter 2017.

In the forthcoming season, we are adding a trendy knits category with: shrugs, waist coats for men with ankle length trousers in black, white, khaki, olive and navy colors.

### **Tell us about your present product portfolio.**

The present portfolio consists of shirts, waist coats, shrugs blazers, T-shirts, shorts, joggers, trousers, denim, sweat shirts, sweaters and jackets. Shirts are for Rs 1,499 up to Rs 1,999, waist coats start from Rs 1899 to Rs 2199, shrugs are from Rs 1,599 to Rs 1,799, blazers from Rs 3,999 to Rs 4,499, T-shirts from Rs 399 to Rs 1,599, shorts and joggers from Rs 549 to Rs 1,699, trousers and denims from Rs 1,799 to Rs 2,499, sweatshirt from Rs 999 to Rs 2,099, sweaters from Rs 1,499 to Rs 1,999 and jackets from Rs 2,099 to Rs 4,799.



**Bobby Arora**  
Managing Director

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**Are you witnessing any change in demand for your category?**

Knitwear is emerging as the fastest growing segment compared to others, including woven garments and mill-made garments. Knitted garments are preferred over woven garments all over the world due to its comfort, stretch and breathability built within the fabric structure.

Cotton prices have shot up in last six months, resulting in an increase in product prices but to drive better volumes we are holding our MRP's like last year.

**What are your category expansion plans?**

We will continue to build the knitwear collection. We launched new knitted products like, shrugs, waist coats and ankle length

trousers. Recently, we associated with RCB for their fashion apparel collection. More associations are in the pipeline.

**What is your retail network?**

The brand is available through more than 1,100 Multi Brand Stores across the country and has a presence in almost all large format stores like Shoppers Stop, Lifestyle, Lulu and Central with 140 touch points. Status Quo also retails through Amazon, Flipkart, Myntra, Jabong, ABOF, Snapdeal, Tata Cliq, Paytm and store. statusquo.in. MBO's contribute 41 per cent, LFS 38 per cent, online 14 per cent, and others 7 per cent.

**What are your expansion plans? What plans do you have to explore new markets in India?**

From 10 shop in shops, we are looking to increase to 75 shop in shops by the end of this year. We have also planned new EBOs from early next year. Exports, MBOs and LFS business are steadily growing and we wish to continue with the same. In India the markets/states which we are exploring are: Bihar, Kerala, Himachal Pradesh and Jammu & Kashmir.

**What is your current turnover and what are your growth goals for next 2-3 years?**

Our current turnover is Rs 110 crores. We are planning to double this in three years.

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Status Quo, which has been the official fashion partner for Baahubali franchise, in its attempt to take the association forward, recently launched a range of Baahubali' apparels too.

The range of 'Baahubali' apparels for men is designed on popular and lead characters of the film including Baahubali, Bhallala Deva, Kattappa among others.

The initial line of apparel from the Baahubali collection includes T-Shirts and features a range of designs combined with Status Quo's signature style.

The designs are very different any Indian film has seen before. In a competitive landscape of apparel industry, this association certainly marks a key milestone in brand's growth story.

This Baahubali range which is available across stores including Central and Shopper Stop is priced at Rs 899 onwards.

The brand based on fashion apparels was launched in 1998 and now is available in 1100 multi-brand outlets and in large format and online stores.

