

New Market Entries & Partnerships

- Forevermark, the diamond brand from the De Beers Group, has partnered with leading Indian jeweller PNG Jewellers to expand its presence in the Indian market.
- Reliance Industries has collaborated with Turkish textile giant Kivanç Tekstil to manufacture and market Relan Green Gold, a sustainable fabric to leading apparel brands and consumers across the world.
- The e-commerce platform ShopClues has partnered with the Japanese value lifestyle brand Miniso for online sales and aims to use the tie-up to engage shoppers in tier 3 and 4 locations.
- Percassi Group from Italy has partnered with Genesis Luxury owned by Reliance Brands to launch its men's grooming brand WOMO in the Indian market. The partnership will give Genesis Luxury exclusive distribution and master franchise rights to WOMO in the country.
- Italian Footwear Company Moreschi has entered into a strategic partnership with Metro Shoes to sell its products at the latter's outlets across the country.
- Japanese clothing retailer Uniqlo has firmed up its launch plans and will be opening 3 stores in Delhi, all within the coming month of October. The first store, which will be located in Ambience Mall, will be spread over an area of 3,500 Square Meters. The Company is entering the market via the 100% Foreign Direct Investment route.
- Danish fashion group Bestseller has expanded its portfolio with the launch of an affordable brand called Produkt. The brand is especially aimed at India's millennials population.
- The Indian Government is planning to launch an exclusive portal for India's small scale and Khadi manufacturers to sell their goods on a portal especially devised for them. Micro, small and medium enterprises contribute about 29 per cent to the country's GDP and the target is to increase that share to 50 per cent in the next five years.
- Reliance Brands has tied hands with lifestyle brand Tory Burch and jeweler Tiffany's to retail the brands in India.
- Italian brand Ducati has launched a new range of riding apparels and accessories in India. The brand has tied up with Flipkart to distribute licensed lifestyle apparels.

Growth & Retail Development

- 32 million square feet out of 65 million square feet of mall retail space are expected to be launched in the Mumbai Metropolitan Region, Delhi-NCR, Hyderabad, and Bengaluru by 2022.
- Premium menswear and accessories brand Minizmo has opened its second exclusive brand outlet at Cyber City, Gurgaon. The brand plans to add five more stores over the next two years.
- Sportswear brand Puma is upgrading its flagship store into a technology driven store with interactive screens for customers and omni-channel integration so customers can make online purchases in-store and vice versa. The Company is also planning to open 20 new stores before the end of the year. Currently Puma has 360 exclusive stores and 3,100 PoS (points-of-sale) in India.
- The UK-based clothing brand Superdry has opened its first store in Guwahati, Assam, at the city's City Centre mall. The Company plans to nearly double its brick-and-mortar store count in India over the next three years and open between 15 and 20 stores through its franchise partnership with Reliance Brands. The Company will also be launching its Indian website in the month of August. The move will give customers access to more than 4,000 options available.
- Indian fashion denim brand Spykar has expanded its retail presence in the country by launching its exclusive brand outlet in Kangra (northern region of Himachal Pradesh). Spykar has plans to open around 120 exclusive brand outlets in the next three years.
- India's fashion brand Mufti has managed to establish a strong presence in the Indian market and is planning to open 70 new stores in the coming year.
- Indian kids retail chain Toonz Retail has strengthened its retail presence with the opening of a new store in the city of Bhilwara in Rajasthan. The new store is spread across an area of 1100 sq ft and will offer a range of kids' products.
- Walmart has opened its 25th Cash & Carry store in the country in the city of Indore, Madhya Pradesh, which operates under the brand "Best Price". The store has been integrated within the Company's B2B e-commerce platform. It is the second store in Indore and the fourth in the state.
- Reliance Retail has started a pilot for its e-commerce platform Ajio and has launched kiosks in some of its Jio stores where customers can order online goods with in-store assistance.



Growth & Retail Development

- Swimwear brand Speedo has strengthened its retail presence in the country with the opening of its third store in the city of Pune.
- Korean lifestyle brand Mumuso plans to have about 300 stores in India by mid-2022. These would be a blend of company-owned and franchise stores. Besides, the company plans to go online to tap into the rapidly growing e-commerce business in the country.

Marketing & Promotion

- Amazon India's third prime day was held on July 15 and 16 with the online major offering deals and discounts to its prime members. During this two-day festival Amazon launched 1000+ new products from top brands across all categories.
- House of Masaba has brought its limited-edition Game of Thrones clothing collection to Raipur in collaboration with the multi-brand designer store Azra for a pop-up store that ran from July 1st to 4th.
- The menswear brand from Aditya Birla Fashion & Retail, Louis Philippe, has recently executed an ornate window scheme across all their key stores to promote their wedding collection.
- Allen Solly launched its new flagship store in Hyderabad with a clean modern retail design by Bengaluru-based retail design agency 4D.
- Large format retailer Lifestyle has recently launched a number of window concepts revolving around a central theme - summer and poolside. Lifestyle has partnered with linen brand Celio for these summer windows.
- The seventh edition of India Kids Fashion Week held its Hyderabad edition on July 28 at Taj Deccan. The event gave the children a taste of the fashion industry and promoted a range of children's wear brands to the participants' parents and audience.
- Katrina Kaif has signed up as a brand ambassador for Reebok.

Trends & Patterns

- Amazon India is doubling down on tier 2, 3 cities for growth of its fashion vertical in the country. 60-65% of Amazon's total orders come from tier-II and tier-III cities. Amazon India noted that fashion is the fastest growing category in India.
- The pop-up stores concept has integrated itself within India as companies increasingly use this model to introduce brands / products in new markets and create brand awareness amongst target customers.
- Inspired by the story of a street rapper from Mumbai, a hoodie-sporting Ranveer Singh chanting 'Apna time aayega' doled out the third-highest grossing film so far this year in Gully Boy. "Street wear is one of the largest and the fastest growing categories in Myntra," Amar Nagaram, head of top online fashion retailers Myntra and Jabong. "The primary consumer is under the age of 25, and clearly becoming experimental in their choice of brands and looks." The Flipkart-owned fashion portals had launched street wear as a separate vertical in 2017 with about 200 brands and witnessed double-digit growth in the category since the release of Gully Boy in February.

Spotlight

- The recent Budget has eased local sourcing norms for 100% Foreign Direct Investment (FDI) in single brand retail. Currently, single brand retailers coming in on their own must locally source 30% of the value of goods sold in India.
- Being less sensitive from a political point of view than multibrand retail, which has greater potential downstream impact on traders and small scale retailers, VPC expects this to be passed over the coming months without too much hindrance in Parliament.
- With global FDI going down in 2018, to garner a greater share India must continue complementing its unique position of high growth with a welcoming regulatory framework and policy. The move is one way to enlarge the catchment area of would be investors in what is being pegged as the world's fastest growing consumer market. International brands would no longer be obliged to form JVs with local partners, in turn giving them the option of greater local control. Furthermore, it gives possibilities to a large number of brands that would not be able to source 30% locally even if they had the will to do so. Luxury brands for example, may need more time to identify pertinent supply chains for meeting any such local sourcing norm while maintain their quality standards.
- VPC expects electronics and fashion companies to particularly appreciate the benefits and avail of the change in policy. Apple and Uniqlo stand up !!!

