

RETAIL



MANTHAN

STUDENTS' CORNER

Creative Windows

COMPANY START UP

MARCOLAIN
A shoe house

SPRING SUMMER WINDOW DISPLAY IDEAS

Enhancing Customer Experience
Through Effective Windows

content

April | Spring Summer Edition | 2021

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RETAIL UPDATES

China erasing H&M from internet amid Xinjiang backlash

State media accused H&M and other brands of improperly profiting from China while criticizing it. That prompted Chinese retailers and internet companies to distance themselves from the Swedish retailer, though other brands still were available on e-commerce platforms. H&M disappeared from the internet in China, as the government raised pressure on shoe and clothing brands and announced sanctions on Friday against British officials in a spiraling fight over complaints of abuses in the Xinjiang region.



Mall, multiplex operators rue 80% loss of business



All cinema halls (single screens and multiplexes), shopping centres, auditoriums and restaurants in the state have been requested to stay shut from 8pm to 7am. Multiplexes that were anticipating continuing at 100% limit have now been left helpless with the early deadline, that too at 50% as the operational limit.

KALYAN JEWELLERS

Kalyan Jewellers plans to expand retail footprint by 13 pc during Apr-Jun

Kalyan Jewellers recently said that the company has raised Rs 1,175 crore through an IPO and most of its proceeds are reserved towards enhancement of working capital. They plan to expand their retail footprint by 13 % in the first quarter of 2021-22 and add 14 new showrooms on April 24th.

Puma signs multi-year partnership deal with RCB, becomes official kit partner

Puma will now have exclusive retailing rights to RCB's takedown and replica jerseys, adding pan-India merchandise reach for the franchise across retail and e-commerce channels.

"We are excited to partner with RCB, one of the most popular teams in the IPL. Our similar brand ethos linked with the team's growing fan base and huge social following makes RCB our ideal partner on the cricket pitch" said Abhishek Ganguly, managing director, Puma India.



Burberry to Partner with Elle Digital Japan to Launch Virtual Store

The virtual and interactive experience is replicating the brand's flagship Ginza store and serve as a space to present its Spring/Summer 2021 collection. Customers can purchase items from the collection by selecting the digital items in store for one month, beginning from March 19. The experience will live exclusively on Elle Japan and Ellegirl Digital Japan's websites. Burberry is one of the luxury players to have invested in digital innovation to merge digital and physical store spaces, with Louis Vuitton and Gucci also joining the market.



KKR announce Wrogn Active as kit and merchandise partner

"The aspirational sportswear brand will be kitting the Purple & Gold brigade on-the-field and provide official fan merchandise off-the-field that includes fan replica jerseys, t-shirts, joggers, and caps. The WROGN insignia will also be spotted on the non-lead trouser leg of the team as an extension of this partnership," said KKR and Wrogn Active in a joint statement. Official KKR Merchandise will be available across the country through Wrogn Active retail outlets, Shoppers Stop, Pantaloons & Lifestyle, and online on Myntra, and the WROGN.in website.





Private equity investors pump \$315 million into Firstcry

"A consortium of private value financial backers - TPG, ChrysCapital and Premji Invest - has put around \$315 million in Firstcry, esteeming the omnichannel children's retailer at around \$1.9-\$2.1 billion", three individuals with direct information on the deal said. The organization is required to focus on a public market posting in 18-24 years. The deal includes a \$300 million secondary exchange

Jharkhand government to sign deal with textile company to provide jobs to locals

Under the agreement, KPR Mills aims to recruit 12,000 laborers for expanding production lines, including a new mill in Tirupur in Erode district. Most of its labor requirements will be women. In the first phase, nearly 2,000 women will be hired



Though Zoom's profits went up 4000% in 2020, company paid \$0 in taxes

While the company made \$663.9 million in pre-tax profits in the US in 2020, it paid \$0 in federal income taxes according to its filings with the Securities and Exchange Commission.

The Institute of Taxation and Economic Policy pointed out Zoom's gains in a news release, that the company made "lavish use of executive stock options" to cut its worldwide income taxes by \$300 million.



Microsoft

Microsoft in Talks to Buy Discord for More Than \$10 Billion

Microsoft Corp. can acquire Discord Inc., a video-game chat community, for more than \$10 billion, Discord has been talking to software giant Microsoft, but no deal is imminent, further discussions are private.

INDUSTRY SPEAKS

Share your views on the initiatives you have taken for this Spring Summer season in respect to VM to enhance the customer shopping experience?

SHUBHRA SWATI

Area Visual merchandiser
Head- North
Shoppers Stop

This season has brought lots of positivity post pandemic stagnation in the country. Being a Retail professional & VM expert, we tried to welcome the customers in much delighted way by freshening up the retail outlets, outer facade, windows and instore merchandise displays. The strategy is to bring focus towards collections with floral prints along with pastel shades as a main highlight. We opted a better way to give people a fresh feeling of spring by using our floral props in our overall display. The floral arrangements and pastel colors (main color story) would certainly brighten up customer's mood and experience.



SHRUTI AGARWAL

Cluster Visual Merchandiser
Max Fashion Pvt Ltd.

Mannequin styling was changed on weekly basis to enhance visibility of products with Decals on all touchpoints. Layouts of the stores were changed on the basis of BCP & BAU. Key category walls were created like character tees & shorts wall was highlighted in Menswear, Dresses wall was created in WW & IW.



NEHA SHARMA JOSHI
Country Visual Merchandiser
Louis Vuitton

Change is the only constant thing, it is important to be agile in order maintain a uniform pace and achieve positive numbers. With ongoing challenges and altered customer expectations, hygiene is utmost. Hygiene w.r.t dynamic product display, walk-ins, client interaction and selling ceremony. As a Visual Merchandiser it is important to lead :- Scheduled VM rotations (facilitated with money mapping to understand fast & slow movers), planned appointments with client advisors (in dedicated areas with pre selected

products to encourage minimum contact) and monitored walk-ins have helped enhance customer shopping experience and motivated them to safely visit store/s. In addition, providing product pictures, videos and conducting product knowledge trainings has also proved to be helpful.



GEETIKA BALA
Visual Merchandise Manager
Project Eve
South Ex-2, New Delhi

The importance of visual communication, minimum utilization of resources to maximize customer attention has become a key to selling. So, with the fresh season, new ideas have been implemented to enhance customer shopping experience:

1. Windows have been minimalistic made with recycled material using Sunboard and metal.
2. Colour story of the window has been kept bright and floral
3. Right from the entrance, the colour palette of windows has been spread across different walls and focal points
4. Monochromatic walls, carry a buying suggestion along with suitable accessories
5. Every style in Indian wear has a mask attached with the product. Designer masks are available for western wear. Products have been displayed near cash tills for ease of access and to accelerate impulse buying.

Spring fresh glow

Reliance Retail's LFS format exclusively for women adorns a new vibrant window in celebration of spring.



Picture Courtesy : Geetika Bala

ARTICLE

VISUAL MERCHANDISING A Combination of Art & Science

We all are aware of a well known saying, "We eat with our eyes first". That means that even if the food is cooked perfectly and is delicious, a bad presentation can put someone off before they even try it. In the same way if the retailers have the best products with the best prices but the presentation is poor they fail to gain attention of the consumers. And this is where visual merchandising comes into action.

Visual Merchandising is the practice of designing and displaying merchandise in a retail setting with the goal of engaging shoppers and boosting sales. We can also consider it as a fascinating tool of display which helps to transform stoppers into shoppers; walk-bys into walk-ins; and passers-by into passers-who-buy!

Visual merchandising includes window displays, signs, interior displays, cosmetic promotions, planograms and sales promotions. It is the job of VM department to use all these elements sharply and in an effective way so that it can create awareness and as well as increase brand loyalty simultaneously.

The most important job of a visual merchandiser should be to draw customer's attention into the shop and close the sale which can be easily achieved by the aesthetic quality of a retail display.

It is that time of year again where everything around us is new, it's like the world has come out as a new born after the Covid-19 pandemic. As an ode to the **#NEWYEAR&NEWME**, Indian retailers have launched their new collections with a welcoming window display to celebrate the floral season.

Spring Blossom & Vasant Panchami specials on Reliance Trends' Display



Picture Credit: Survasnata

The leading lifestyle brand reliance trends' latest window displays the Indian culture, new trends for the following season. Through it's subtle and latest designs, the brand aims at creating an impactful visual experience for passersby and shoppers. Also, the brand emphasizes Vasant Panchami as a major festival in the eastern region of the country. They have chosen softer pastel pallet for their display; the pastel aqua & peach color creates an environment like that of spring.

Spring it on By Max fashion



Max fashion, a Dubai-based brand by Landmark Group launched their Spring-summer collection with a green theme dedicated to nature to make us feel closer to it.

The brand mantra for the season is "Step into the blooming season and express your love for nature, experience the joy of spring & Spring it on". The display showcases nature with florals as the main theme.

Vintage Florals on Shoppers' Display

Shoppers Stop's creative display for the season Spring-summer 2021 is Floral Brust. The brand launched their new collection with a #SStrendshow with the brand mantra "From ditsy to stencil & vintage florals in bold colors come into play for occasion and casual that make a statement." The window shows the white & yellow florals to give a spring feeling to it's viewers.



Picture Credit: Suryasnata



Picture Credit: Suryasnata

COMPANY SNAPSHOT

SATYA PAUL™

Established in 1985, Satya Paul is India's premier design label with a worldwide presence. The brand is greatly praised for ingenuity in design and a vivid color palette. As part of Genesis Colors since 2001, the brand has grown from strength to strength and is now present at over 35 locations in India and in selected high street boutiques abroad. Satya Paul also has a strong presence with its e-commerce portal satyapaul.com and all prominent e-commerce websites like Amazon, Myntra and Jabong.

At a time when the Indian Fashion Industry was still at a nascent stage, Satya Paul introduced the idea of choreographed collections in 1985. Having re-invented the traditional sari as a modern classic, the Satya Paul product line as a whole comprises of western clothing which includes scarves, handbags, men's accessories, fabrics as well as an entire range of classic bridal wear. The

brand's take on print innovations and use of multi color palettes did

not only change the way the consumer previously looked at Sarees, but also developed a specific niche for concept-based designs. Women no longer restrict themselves to hereditary Benarasis as Satya Paul has been instrumental in bringing about this change with the new-age Saree that is chic and easy to wear. With print as its DNA, the brand has moved on to explore ready-to-wear and accessories that have a universal appeal.

Paul, known for reinventing sarees, opened his first store in South Extension in South Delhi in April 1985 which is one of the prime locations in the capital. What made this brand famous was the "contemporary sari"—figure hugging and digitally printed. Buildings, large flowers, bold stripes, scripts—the Satya Paul sari designs came in patterns, colors and contrasts that broke away from the traditional aesthetic. Even the eponymous label's scarves, ties, which were introduced in the late 1980s and 1990s, were considered modern or "progressive".



Prashant Raj Gupta
BBA (RFM-14)

Theme - I had taken 'Back to School' theme for my window display and I had basically focused on casual wear for the youth who can relate themselves with the theme. So, I thought of implementing this theme on my window display.

Material Used - Paper mache, Shoe box, woolen fabric, colourful & Printed sheet, LED bulb, Cotton, Acrylic paint.
Color Story - Primary colour, Warm colour and Black colour.

Theme - I had taken 'festive theme' (Diwali) for my window display because on this joyous occasion such a window display plays a major role to increase the footfall in the store. Hence, I thought of implementing this theme on my window display.

Colour - Complementary colours with sprinkle of golden colour (Red and Green).

Material Used - Shoe box, Paper Mache, Cotton & Silk fabric, flower wire, colorful & printed sheets, led bulb, Acrylic Paint.



Yukti Mehrotra
BBA (RFM-14)



Jyoti Dwivedi
BBA (RFM-14)

Theme - THE METRO - Inspired from Delhi metro train interior, this window is telling the life of females in metro.

Colour - The whole visual has been created to make a statement using the tint and shades of red and yellow with a little bit floral work.

Material Used - Wires and rods from junk yard and old dolls used as mannequin, used disposable plates

CORNER

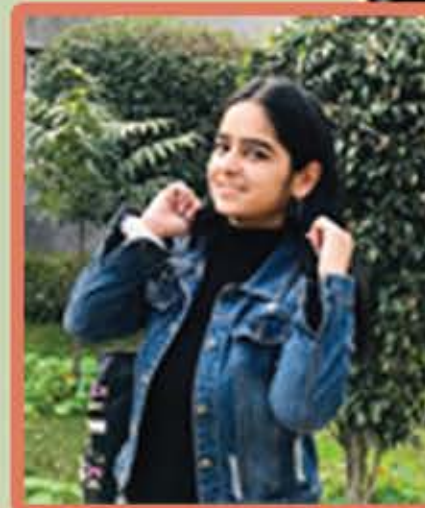
STUDENTS'

Theme - I have prepared two Window Displays. The first one is on the theme geometric shapes and the second one is depicting the theme "Cocktail", including Party wear Merchandise. These window displays are targeting the segment of young women.

Material Used - Shoe box, foil paper, fairy lights, colored sheets, cloth, wire, paper tape.

Color Story - Primary colour, Warm colour and Black colour.

Aanchal Saraf
BBA (RFM -14)



COMPANY

START - UP

Marcolain

by Ritika Tayal

Team Retail Manthan had an opportunity to talk to Ms. Ritika Tayal and know about her beautiful journey to build a brand of her own - Marcolain. She commenced this Business with her father 2 Years ago when she was pursuing her MBA from FDDI Noida. She shared, her startup focuses on a rather less emphasized topic - creating variety for kids and women's footwear, keeping in mind the value Indian customer's desire. Moreover, quality, colors and design define her brand.



From designing to manufacturing, every step adds quality and love to the product. She started with a broader idea in mind, a vision to expand her creation. 100 orders from Flipkart on the day one speaks for this. And since then there's been no looking back, the business kept growing on and on.

Slippers are necessities and hence if the product is positioned well, customers will buy. When asked about the marketing strategies, she talked about impulse shopping and their take on it called "SIS (Shop In Shop)" which serves as one destination shopping for slippers and footwear. Customers can find slippers when buying other necessities at hypermarkets all around Delhi. Though Marcolain also distributes their



Culture followed at Marcolain is what strengthens its foundation. Started in a more traditional way, now the brand is growing towards the modern retailing. Ritika shared the credit of the brand's success with the hard-working staff that is now a family working together to make Marcolain the best.

Ritika's typical day at Marcolain involves handling tasks like engaging with distributors, addressing queries, keeping track of orders from e-commerce websites like Flipkart, follow up from the sales team, and checking payment status.

Though Covid affected the order quantity, Ritika took this as an opportunity to grow. Marcolain team worked on new designs, keeping in mind the shift in desires and requirements of their target market. The time was productively used to make amends to pricing and quality standards for the greater good.

 [marcolain.in](https://www.marcolain.in)

 [marcolain.in](https://www.marcolain.in)



This young entrepreneur gets her motivation through the positive feedback from the customers who compel her to keep working hard and deliver the best



ALUMNI ACHIEVEMENTS



Ms. Priti Vimal (MBA RFM 11) awarded with the **Best Performer, The Mountain Mover, & Best Store of the Month (MOI) Award.** Award was presented by the Scoobies.



JOB OPENINGS

DECATHLON

Location - Mall of India, NOIDA

Post - Sports Leader

Work profile - Part Timer/ Full Timer

Field - Operations

Sports - Roller, Golf, Fitness, Mountainsports, Cycling, etc.

Contact - mansi.khatri@decathlon.com

ZARA

Location - Delhi NCR

Designation - Customer Experience Manager

Contact - jobs@inditex.com (Mention "CME" as subject)

Requirement - Retail Background preferred, good experience in customer handling, CRM, dealing with customer queries & team management



CREATIVE CORNER

Wearing a Couture is like wearing poetry

Has she wrapped fascination around herself
or maybe she's wearing a haute couture
Rarest of fabric to the shiniest crystal makes me unable to resist its
glamorous lure

The very idea of couture is where its appeal lies
And wearing a posh designer dress can rise thousands of emotions
inside

When Ralph Lauren said
I don't design clothes, I design dreams
He actually meant plenty of colour palette running from cadmium
yellow to blue mineral so supreme

Because all those seductive spring shade looks like la vie en rose
The radiance of pearls attached to the silhouette differently glows

Your choice of clothing talks on your behalf
And your signature style is your personal autograph

The timeless collection of designers line is enriched by all art forms
Even a flamboyant shirt makes us look like Unicorns

Wearing a good couture is like wearing poetry
A poetry in motion representing your courtesy and plenty of glory.

Khushi Bhatt
BBA RFM 15

FDDI TALENT



“Art is not what you see ,
But what you make other see”

The Artist:
Aanchal Saraf
BBA 14

This is Aanchal, a retail student and an explorer of art and craft. She is in this field because of her interest. However, retail is not her only interest. She is also fascinated towards art & craft.

“Creating art, makes me feel alive” says Aanchal. She believes that she can express anything through her art. She also loves craft as she feels that there is nothing better than making productive use of waste materials. Exploring with craft materials fascinates her and motivates her to do more.

She runs an Instagram page for her art and craft work i.e

~@_artcrafty_

Here is a glimpse of her work!!!

 _artcrafty_





QUIZ TIME

- 1 Which London based retail company recently bought three fashion brands from Arcadia?
- 2 Which company recently bought stake in "lmg", an e-pharma company?
- 3 Which B2B e-commerce firm plans to expand warehouse capacity by fivefold in 7-8 years?
- 4 How much amount has been approved by Central Government for 'Start-up India Seed Fund Scheme'?

Please submit your answers at manthanretail2020@gmail.com
Answers to this quiz would be published in the next edition.

- 5 Name this sneaker and sportswear brand that provides outfit to Man City and has a strategy of sponsoring upcoming stars with high potential rather than current celebrity champions?

- 6 ----- is a joint initiative that has been launched recently by India and France to boost ties in sustainable development, environment protection?

- 7 Who has launched 'Krishi Sakha' app for farmers?

- 8 Which Investment banking company inaugurated international banking unit in Gujarat?

- 9 Which company ranks third in most valued IT services brand globally?

- 10 Which Indian retail company acquired 51% stake in Sabyasachi?

Last Edition Quiz Answers

1. IN-N-OUT 2. ITC Wills Classic 3. 12th Dec
4. Van Heusen 5. Diageo 6. Flipkart 7. Amazon
8. Walmart & McDonalds 9. Andhra Pradesh
10. Adidas

TEAM RETAIL MANTHAN



Aditya Kushwaha
MBA RFM 15
(Industry Speaks)



Suryasnata
MBA RFM 15
(Article)



Toheed Hussain
MBA RFM 15
(Industry Speaks)



Manish Kumar
MBA RFM 15
(Quiz)



Susmita Dey
MBA RFM 15
(Article)



Yukti Mehrota
BBA RFM 14
(Students' Corner)



Shreya Jain
BBA RFM 14
(Start-up Story)



Mohita Datta
BBA RFM 14
(Compilation)



Khushi Bhatt
BBA RFM 15
(Retail Update &
Creative Corner)



Kriti Raje
BBA RFM 15
(FDDI Talent)



Anmol Hada
B.Des 13
(Start-up Story &
Compilation)



Mansi Khatri
MBA RFM 15
(Designing &
Compilation)



Vanshika Gupta
B.Des 13
(Company Snapshot)



School of Retail & Fashion Merchandise

Please send us your suggestion/feedback manthanretail2020@gmail.com