

# FDDI NEWSLETTER

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Institution of National Importance (INI)  
under FDDI Act, 2017

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

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NOIDA

12<sup>th</sup> April 2019

Issue No. 723

## Fashion show 'Rustic Resurgence' held at FDDI, Kolkata

On 5<sup>th</sup> April 2019, Footwear Design & Development Institute (FDDI), Kolkata organized a fashion show 'Rustic Resurgence' in its premises.

The show saw the creations from the students of FDDI School of Leather Goods and Accessories Design (FSLGAD) making their debut in the fashion world with their first collection of bags.



FSLGAD students presenting their collection during the fashion show

The theme was 'Rustic Resurgence' which implies the revival of the rustic Shantiniketan techniques of leather batik and embossing, with an enigmatic and contemporary

touch. It was a complete makeover of these age old techniques in terms of design, surface ornamentation and silhouettes.



A view of the audience watching the fashion show

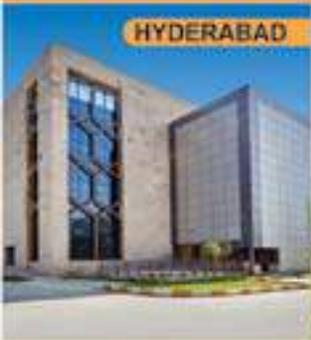
The students who worked on thirteen collections, as a project, showcased the bags made by them in front of the doyens of the industry such as Mr. and Mrs. Adhar Sahni, President Indian Leather Products Association (ILPA), Mr. K.K. Gulati, Vice-President, ILPA, Managing Directors and officials from companies like; D2 International, Mango, Hunt, Crescent Exports, ASG Leather, Chemgems Exports, Orient Tradecom, Excel Enterprise, etc.

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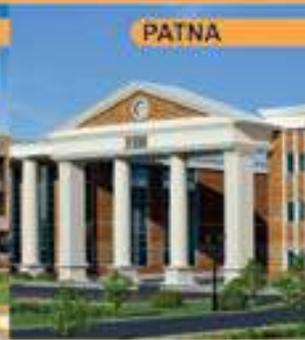
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The show was a grand success. Each and every bag was a piece of art in itself. The show earned lot of accolades for the budding designers. To encourage them further, the President and Vice-President of ILPA have added feathers to their caps, by proposing to repeat the same show at their premises, for their esteemed members.

Institute (FDDI), Kolkata by Pidilite Industries Limited on 3<sup>rd</sup> April 2019.



A view of the seminar



Doyens of the industry watching the collection

FDDI, with its innovative approach provides opportunities to its students to explore their innovative creations & to acquire the skills one need to pursue a career in the fashion industry.

## Seminar on 'Fabric Colour Techniques' held at FDDI, Kolkata

A seminar on 'Fabric Colour Techniques' was organized at Footwear Design & Development

FDDI School of Footwear Design & Production organized the seminar which was attended by the students of Foundation batches 2018 (Footwear and Leather goods).



Creativity of the students

During the seminar, Mrs. Mousumi Paul (Arts & Crafts- Expert) discussed



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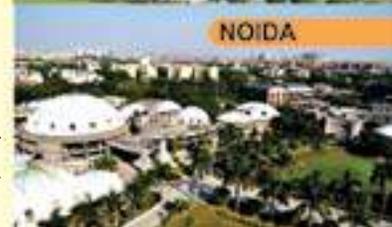
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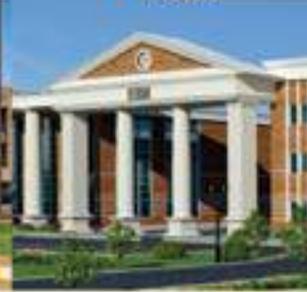
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and demonstrated the technique and application of different colour. She briefed that fabric painting can be successful only one uses the correct kind and type of fabric.

She further explained that vital aspect that needs to be kept in mind is how a fabric needs to be prepared prior to painting. She elaborated that one can use fabric paints on non-woven surfaces too, such as leather.

Pidilite Industries Limited which was established in the year 1959 is the largest manufacturer of adhesives in India. Fevicryl, one of India's biggest art & craft brand is a product of Pidilite Industries Limited.

The objective of the seminar was to familiarise the students on the use of different colour technique like fabric colour, acrylic colour, liquid embody etc. on leather and textile.

## Woodland sees new markets, retail chain expansion delivering 15% growth

After two years of modest or no growth, apparel and footwear maker Woodland — owned by Aero Club — hopes to grow by 15 per cent

in FY20. It is eyeing new markets overseas, such as Southern Africa.

According to Mr. Harkirat Singh, Managing Director (MD), Aero Club, growth was subdued at 8 per cent in FY19 with issues such as GST roll out taking time to settle.



Mr. Harkirat Singh, MD, Aero Club

The company carried out retail rejig, including closing down unprofitable outlets. Nearly 95 per cent of Woodland's 600-odd company-owned and -operated stores are now profitable.

It also entered tier-2 and -3 markets and started experimenting with the franchisee model in select markets such as Srinagar.

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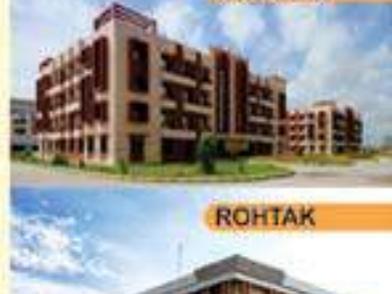
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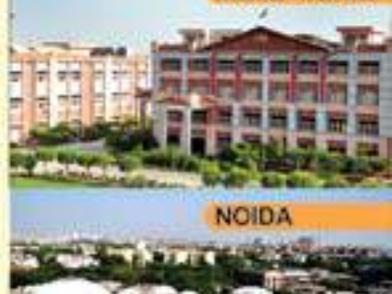
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Footwear still accounts for 60 per cent of the company's turnover, with the remaining coming from apparel and accessories.

## Thrust Areas

While Woodland will continue to focus on outdoor and casual wear categories, a major retail push is planned for its sub-brand, Woods in the premium formal-wear segment with standalone stores.

The company is also exploring tech-enabled accessories and is open to entering new categories such as kids-wear.

For this fiscal, we are 35-40 stores," Mr. Singh said. Without sharing turnover details, he said he expects revenues of around Rs. 1,200 Crore this fiscal.

Aero Club continues to be a

partnership firm. While there are no immediate plans to switch over to a company set-up, as is the practice in the retail industry, it is likely to happen as the brand strengthens its overseas footprint.

"Perhaps in another five to six years we can explore such options. But our first priority is to expand and stabilise operations overseas. It takes time to establish overseas," he said.

## Overseas Expansion

A major growth strategy for this fiscal is expansion into Southern African markets such as Botswana and Namibia.

"We see good potential there, and are in talks with a distributor," said Mr. Singh.

The brand will also consolidate its position in existing overseas markets such as Russia, China and West Asia. Nearly 20 per cent of its turnover comes from overseas operations.

(Source: Business Line)

**Compiled by:** Resource Centre (RCIP),  
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