

GUNA



HYDERABAD



PUNJAB



GUJARAT



PATNA



JODHPUR



06th July 2018

Issue No. 683

KOLKATA



Menswear in vogue for luxury brands

Luxury brands are raising their game in menswear, which is expanding at a faster clip than women's clothing as styles loosen up and streetwear like hoodies find a new audience.

Big fashion houses including French conglomerates LVMH and Kering are among those hiring eye-catching designers and investing in male attire.

LVMH's Paris-based Louis Vuitton summed up the zeitgeist at the latest run of men's fashion shows that closed last week with a collection by its new DJ-turned-designer Virgil Abloh.

This mixed casual anoraks, holster-style accessories and sleek trench coats, and drew hip hop royalty.

"It's more than a buzz. It's a deeper trend," Sidney Toledano, head of LVMH's fashion group, said on the sidelines of a fashion show.

"There's strong demand across the men's fashion industry, in all its shapes and forms, and which comes in part from a younger clientele. We see it very clearly in the sales."

LVMH brands do not detail earnings, though analysts estimate that menswear at top money-spinner Vuitton is 5 to 7 percent of revenue. Vuitton did not respond to a request for comment.

Meanwhile Kering's fastest-growing brand Balenciaga, a one-time couture house which scored a hit with a line of chunky sneakers, says men are now among its biggest sales drivers along with millennials, or 20 to 35 year olds.

Womenswear still had the biggest share of the broader \$1.7 trillion apparel and footwear market in 2017, with menswear less than a quarter, Euromonitor data shows.

Yet the market research firm forecasts men's lines will outperform women's between 2017 and 2022, with sales expanding by a Compound Annual Growth Rate (CAGR) of 2 percent.

"This is due to men placing a greater emphasis on their appearance, fuelled by the rise of social media, and dress codes for men softening globally," Marguerite Le Rolland, a consultant in beauty and fashion at Euromonitor, said.

Brands are taking note, expanding their reach with Instagram

ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA



FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

HYDERABAD



PUNJAB



GUJARAT



PATNA



GUNA



JODHPUR



KOLKATA



ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA



campaigns and famous faces such as ex soccer star David Beckham who is an ambassador for the British Fashion Council.

The growth of casualwear may entail some setbacks, with tailoring - usually items that are more expensive than sportswear - at risk of taking a hit.

(Source: DNA)

A running shoe that offers comfort and responsiveness

Every new running shoe is positioned as a better proposition than its predecessor. This could be owing to simple tweaks to the design or a larger overhaul, such as a new set of materials. Skechers has done a bit of both with the GoRun 6.

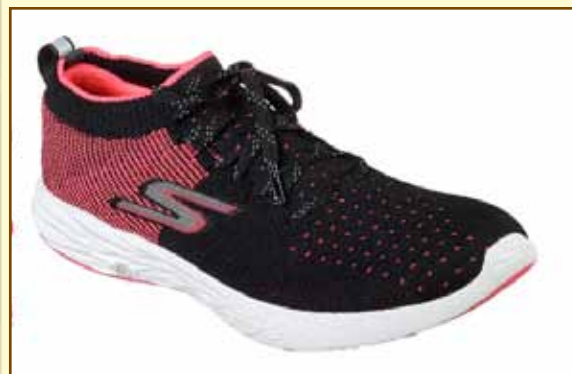
The GoRun 6 is better looking than some recent Skechers shoes. For starters, the upper gets a modern knit finish, similar to the Nike Flyknit shoes. The knit upper's dual advantage is the snug sock-like fit and great ventilation. The shoe is light to wear, tipping the scales at 235g.

Skechers has also introduced the new FlightGEN midsole foam. This is critical since every footwear brand that matters, like Nike (React), Reebok (FloatRide), Puma (Ignite 2.0), New Balance (Fresh Foam) and DC (UniLite), is locked in competition

over midsole technology that offers the ideal balance between responsiveness and cushioning for running, walking, and just daily wear.

Skechers is on strong ground with the FlightGEN foam, which is more robust than its predecessor, with good cushioning and consistent responsiveness. In many ways, this feels on a par with New Balance's Fresh Foam technology, used in the Maris and Lazr line-up of running shoes, and DC's UniLite, used in the Meridian.

The GoRun 6 shoe construction ensures adequate support around the ankle. The lacing loops are integrated into the knit, which will limit, in some ways, how much you can tighten them.



The GoRun 6's closest competitors are the Nike Flex 2018 RN (Rs. 7,495), New Balance Lazr (Rs. 6,999) and Reebok Fast Flexweave (Rs. 9,999).

(Source: Mint)

FDDI NEWSLETTER

**Be Ambitious.
Be at FDDI.**

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

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**



GUNA



HYDERABAD



PUNJAB



GUJARAT



PATNA



JODHPUR



KOLKATA



ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA

H&M India Sales Surge 19% in H1

Swedish fashion retailer Hennes & Mauritz's sales in India in the six months ended May 31 jumped 19% year on year, helped by new store additions and lower priced merchandise than key rivals such as Zara.

H&M clocked sales of Rs. 535 Crore in the six-month period compared to Rs. 450 Crore during same period a year ago, according to the financial report on its website.

H&M, the world's second-largest clothing giant, had said it will open 50 stores in India with an investment of Rs. 700 Crore by 2020.

After it entered India in October 2015, it has opened, on average, a store every month, taking the tally to 32 until May. Each generated Rs. 33 Crore in annual sales on an average, making H&M's performance among the best within the apparel retail space.

Globally, however, H&M has been struggling with billions of unsold inventory and flat sales growth, which in turn also led to higher markdowns and profit squeeze.

"We went into the second quarter carrying too much stock and we still had some imbalances in the H&M assortment – something that we are gradually correcting," Karl-Johan Persson, CEO at H&M Group, was quoted as saying in the financial report.

In Fashion

H&M clocked sales of **₹535 cr** in the six-month period

H&M had said it will open **50 stores** in India by 2020
It entered India in October 2015

It has opened, on average, a store every month, taking the tally to 32 until May

Each store generated ₹33 Cr in annual sales on an average



H&M stocks fast fashion items created in-house and teams up with designers for one-time collections

In March, it had a \$4.3 billion pile of unsold shirts, dresses and accessories globally.

"The first half of the year has been somewhat more challenging than we initially thought, but we believe that there has been a gradual improvement and that we will see a stronger second half," Persson said.

FDDI NEWSLETTER

**Be Ambitious.
Be at FDDI.**

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

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**

HYDERABAD



PUNJAB



GUJARAT



PATNA



GUNA



JODHPUR



KOLKATA



ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA



Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
18. COLD TESTS		
18.1	Upto 24 hours (1day)	
a.	For the first sample	2000
b.	For the subsequent three samples (per sample)	500
18.2	Upto 72 hours (3 days)	
a.	For the first sample	6000
b.	For the subsequent three samples (per sample)	1000
18.3	Upto 120 hours (5 days)	
a.	For the first sample	8000
b.	For the subsequent three samples (per sample)	1000
18.4	Upto 168 hours (7 days)	
a.	For the first sample	10000
b.	For the subsequent three samples (per sample)	1000
18.5	Upto 240 hours (10 days)	
a.	For the first sample	16000
b.	For the subsequent three samples (per sample)	1500
19. WEATHERO METER TESTS		
19.1	1200 upto 15 hours 45/- hour if only one sample is submitted 40/- hour is two samples are submitted for test under same conditions	

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS
TILL THIS FINANCIAL YEAR 2018-19

* The said discount is not applicable on inter-lab testing & package fee

NOTE:

Discount on subsequent samples will be given only if, the samples are submitted together and are allotted the same job number.

H&M follows a December-November financial reporting year.

In India too, the company's sales growth has slowed — from growing in three digits during initial quarters to about 20% growth now, partly because the brand's initial euphoria has faded and also there could be cannibalisation from its own stores as it opens more stores in big cities.

The Indian fashion retail market was worth \$56 billion in 2017 and is expected to reach \$103 billion by 2027, according to the India Business of Fashion 2018 report.

Spanish chain Zara, which opened its first store in the country in 2010, had set the benchmark as the fastest-growing – and now the biggest international apparel brand in India – with sales of Rs. 1,023 Crore during 2016-17. Zara hasn't disclosed its FY18 financials yet.

(Source: Economic Times)

Compiled by: Resource Centre (RCIP),
Footwear Design &
Development Institute (FDDI)
(Ministry of Commerce &
Industry, Government of India)
A-10/A, Sector-24,
NOIDA- 201301

Phone : + 91-120-4500100, 4500107

Fax : + 91-120-2412556, 2411301

Editor-in-Chief: Vivek Sharma

Asst. Editor : Adarsh Kumar

Email : ashish@fddiindia.com

Website : http://www.fddiindia.com