

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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05th April 2019

Issue No. 722

'Uchavasita' – the blooming, organized at FDDI, Noida

'Uchavasita' – the blooming, a jury-cum-display of footwear was organized at Footwear Design & Development Institute (FDDI), Noida on 04th April 2019.

The students of M. Des. (CAD) programme of the Product Development Centre (PDC) organized the exhibition, i.e. 'Uchavasita' which reflected the creative, professional and cost effective working skills acquired by them during the programme.



A student explaining about the salient feature of the footwear developed by him to Mr. Arun Kumar Sinha, IAS, MD, FDDI

The objective of this Design specialization programme is to

develop designers with the right combination of knowledge, skills and practical orientation, making them a class of their own.

Sharing the details, Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI said, "During 'Uchavasita', the students displayed design concepts in footwear which were draped with ideas that are novel and innovative based on prevailing market trends & fashion forecast."



A student explaining her concept to Ms. Lakshmi Arya, Director, Daxten Footwear

Students had conceptualized their ideas i.e. creativity to reality, commencing with theme, sketching, styling that has finally been converted into final product.

Post-INI, FDDI has been continuously evolving by pursuing and inculcating

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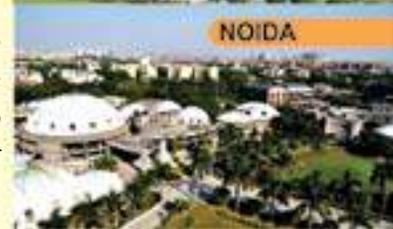
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several innovative ways of teaching, learning and experience sharing by industry-academia collaboration. A closely networked Industry-Institute interface is ensured here through the arranging of guest lectures, industrial visits and in-house/distinguished jury members from the industry who evaluate the work of the students.

(QC), Soho Shoes, Ms. Lakshmi Arya, Director, Daxten Footwear, Mr. Mayush Kukreja, Owner, Whitesoul and Mr. Kirpal, Top Last graced the event with their presence.

‘Uchchavasita’ highlighted the work done by students to the eminent jury members that will bring to fore the creative talent and intensity of work done by them.

H&M ties Up with Myntra, Jabong to sell Online in India

Swedish retailer Hennes & Mauritz (H&M) has entered into a partnership with Flipkart-owned fashion marketplaces Myntra and Jabong to sell its merchandise online in India.

A spokesperson for H&M said that the collaboration will be important to H&M’s existing physical and digital stores in India. The world’s second largest fashion retailer had launched its e-commerce store in the country a year ago.

H&M’s latest move makes India the second nation after China where it is not solely relying on its own portal to push online sales. “We will continue to open new stores and develop hm.com,” said Janne Einola, Country



Mr. Mayush Kukreja, Owner, Whitesoul watching the display

Each student has taken-up a theme surrounding the culturally rich fabrics of India and has innovated with different materials and elements from their chosen culture calling.

Eminent industrialists/professionals like Mr. Siddhant Verma, Engineer, Shoemaster ATOM, Mr. Gaurav Pal, Sr. Designer, Bio World, Mr. Kuldeep, Merchandiser, Tryshora, Ms. Pooja Dixit, Sr. Designer (CAD), Mocchiko, Ms. Tulika Mittal, Merchandiser

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Manager at H&M India, in an emailed response query on the matter.

While the company did not divulge any details, people aware of the matter said the deal will give Myntra and Jabong exclusive rights to sell H&M products online in India for five-six years. Products start getting listed in the next three-four months.

“With this collaboration, we are focused on bringing the best of fashion across India and launching H&M’s latest trends,” said Amar Nagaram, Head of Myntra and Jabong, which together have some 15 million customers.

While Myntra and Jabong have exclusive rights over eight other global fashion brands for online sales, the latest tie-up with H&M has been structured differently to comply with recent regulations that don’t allow marketplaces to enter exclusive deals with brands.

For H&M India, sales growth of over 29% last year was lower than that in the preceding years, when it had doubled its business each year. However, H&M’s online performance does not mirror the scorching pace of sales growth of its brick-and-mortar business.

“Customers are not going to independent websites and it’s a

problem that exists across the board. Based on the data we collect, there’s not much traction for H&M’s online channel. Even Zara launched its online store around the same time, but it’s the same story with them,” said Satish Meena, Senior Forecast Analyst at Forrester.

Myntra had signed master franchise deals with Mango and Esprit to not only market products online but also to run their offline stores and manage the brand’s partnership with multi-brand offline retailers. The move to tap global brands both online and offline was a strategy led by Mynta’s former CEO Ananth Narayanan, who quit the company earlier this year following restructuring at Walmart owned parent company Flipkart.

(Source: The Economic Times)

India becomes 2nd largest market for Marks & Spencer after UK

India has emerged as the second largest market after the UK for Marks & Spencer, and the British retailer is looking at a double digit growth in terms of store addition in the next fiscal, said a top company official.

M&S has opened one store each in Chennai and Hyderabad this week.

As part of expansion, M&S is now looking at the fast emerging tier II &

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III cities and also plans to increase the products range with more local relevance.

India has now the largest market for us outside UK," Marks & Spencer India MD James Munson said.

For M&S, India is a "strategic market", where there is acceptance of international brands and has space to grow.

After recent openings, M&S now has 76 stores across 32 cities and is expanding its presence.

As part of its expansion drive, M&S has opened six stores in last 48 days.

"We are really excited to be reaching the landmark of our 75th store opening, as well as continuing to improve the online experience for our customers," he added.

The company clocked a turnover of

Rs. 908 Crore in India in FY 2017-18 and expects to continue its growth momentum further in the next fiscal.

Besides, the company would also continue to add more stores to maintain the pace of expansion of its sales network.

"In FY 2019-20, we would continue double digit growth in terms of store addition on like-to-like basis," Munson added.

At present, M&S sources around 30 per cent material locally and rest is from imports, and will increase more products "which are relevant to customers, he said.

The company is also present on the fast growing online sales through its several channel partners.

Although, the present contribution of online sales is in single digit but Munson expects it to grow further.

M&S opened its first store in India in 2001 and in April 2008 signed a JV with Reliance Retail to form Marks & Spencer Reliance India Pvt. Ltd.

Established in 1884, M&S is one of the UK's leading retailers and trades in 57 markets, with over 400 stores and online presence in 33 markets.

(Source: The Statesman)

Compiled by: Resource Centre (RCIP),
Footwear Design &
Development Institute (FDDI)
(Ministry of Commerce &
Industry, Government of India)

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