

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

31st August 2018

Issue No. 691

International publication of the book titled 'Fashion Retailing and Fashion Branding' written by faculty of FDDI

A book titled 'Fashion Retailing and Fashion Branding' written by the faculty of Footwear Design & Development Institute (FDDI), Ms. Monika Choudhary has been internationally published by LAMBERT Academic Publishing (LAP) which is an imprint of SIA Omni Scriptum Publishing, Latvia, European Union.

The book which was published on 22nd of August 2018 provides an insight into the marketing activities and branding concepts of the fashion process.



Ms. Monika Choudhary, Faculty, FDDI

The writer of the book, Ms. Monika Choudhary is pursuing Ph.D. in Clothing & Textiles from Banasthali Vidhyapeeth, Jaipur. She has been selected as Scientific reviewer and Key speaker for an upcoming International Conference on Fashion in

Colombo, Sri Lanka in September 2018. She has also been invited as Designer & guest lecturer to the faculty and students of a fashion-designing department of an University during an International Fashion Art Biennale in Seoul, Korea in October 2018.



The book written by Ms. Monika Choudhary, Faculty, FDDI

Ms. Monika has done M.Hsc. (Textiles & Clothing) from Meerut University and is having professional experience of more than ten years in academics. She had participated in National and International Conferences and Seminars.

The book is a must-read for anyone interested in a career in 'Fashion Retailing and Fashion Branding' as it gives an in-depth view on the title which will serve as a resource to the students as well industry professional.

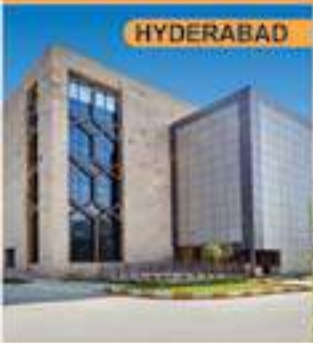
Ms. Monika has elaborated that the retailing and marketing activities in any business setting will form part of a broader operational process that is designed to turn innovative and intangible ideas into a profitable reality. The fashion industry

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is no exception. Creating fashion is an exciting, challenging and, at times, risky business, but this highly creative industry is underpinned by a solid business model and operational work flow. It is important to bear in mind that any retailer is in the fashion business to make a profit, and that fashion is a for-profit industry like any other.

This book comes as a practical and essential resource for anyone involved in the business of selling fashion. It will of course be useful well beyond the confines of the fashion industry.

The book which costs 62 Euros is available on www.get-morebooks.com, www.amazon.com and www.morebooks.de.

For acquiring new capabilities, developing skills and producing an intelligent human resource pool, FDDI, as an Institution of National Importance (INI) encourages students, faculty and staff to participate in conferences, training programmes and authoring of books.

Lifestyle to invest Rs. 200 Crore to open 20 outlets

Apparel retailer Lifestyle plans to invest up to Rs. 200 Crore to add 20 outlets in the next one-and-half years to increase its footprint across the country.

Lifestyle is also eyeing 16-18 per cent growth and a turnover of Rs. 4,600 Crore this fiscal. It had reported Rs. 4,000 Crore turnover in the previous financial year.

The company, which at present operates close to 75 outlets in the country, plans to open majority of the new outlets in the cities where it already has a presence.

“We plan to invest Rs. 150-200 Crore to open 20 new outlets in the next 1-1.5 years. At present we have stores in 44 cities...we will go into five more cities and open rest of new planned the stores in the cities where we already have a presence,” Mr. Vasanth Kumar, Managing Director, Lifestyle International, said.

Mr. Kumar said the company gets 75 per cent of its business from top cities at present but expect smaller cities to add to its growth in the years to come.

The company also expects its omni channel (combination of offline and online retail) strategy to pay off and contribute significantly over the next five years.

“Omni channel at present contributes about 1-1.5 per cent of our sales but we expect it to be in double digits (10 per cent and above) in the next five years,” Mr. Kumar said.

Lifestyle is a part of Dubai-based retail and hospitality conglomerate, The Landmark Group.

(Source: The Statesman)

Myntra edges ahead in fashion market share battle, hits \$2 bn GMV

Online fashion retailer Myntra has pulled ahead in the market share battle in the online fashion business, touching an annual run rate of nearly \$2 billion (around Rs. 13,900 Crore) in terms of Gross Merchandise Value (GMV), according to two people directly aware of the company's numbers.

Myntra, owned by Flipkart, generated Rs. 1,000 Crore in gross monthly sales in



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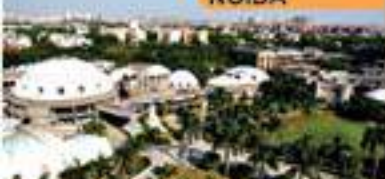
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July, and expects to report similar sales over the next few months ahead of the upcoming Diwali sales season, the people cited above said, requesting anonymity as these numbers are confidential. These figures include sales from Jabong, a unit of Myntra.

private label portfolio includes brands such as Roadster and Moda Rapido.

Myntra declined to comment for this story.

Amazon India did not immediately respond to emails seeking comment, but in recent interviews Amazon India country manager



- Myntra touches Rs. 1,000 Crore monthly GMV mark for the first time in a non-sale month.
- The latest numbers for Myntra show that it continues to be the market leader in online fashion over the past six months
- Flipkart's fashion unit recently claimed that it hit \$1 billion in GMV in 2017-18
- Myntra aims to exit 2018-19 with a GMV of \$1.85-1.9 billion
- Both Amazon and Myntra parent Flipkart have also claimed to be market leaders
- Flipkart's fashion unit and Myntra are competitors

During a month in which a sale event has happened, Myntra typically reports much higher figures than non-sale months, and before July had never touched the Rs. 1,000 Crore number in a non-sale month. Myntra typically holds its flagship End of Reason Sale (EORS) twice a year, with the last edition being held in June. In that month, Myntra posted monthly GMV of roughly Rs. 1,200-1,300 Crore, the people cited above said.

Mr. Amit Agarwal has indicated that Amazon is the market share leader in fashion.

"The IMRB data showed that on a standalone basis, we have the largest fashion business in terms of units sold, GMS (gross merchandise sales), customer share," Mr. Agarwal said in an April interview.

Gross sales or GMV refers to the value of goods sold on a platform.

Myntra's latest numbers would indicate that it is ahead of parent Flipkart's fashion business and Amazon India's fashion unit. Although Flipkart owns Myntra, the two compete with each other fiercely on fashion sales and in recent interviews Flipkart's fashion head Mr. Rishi Vasudev has conceded that there was a danger of the two cannibalizing each other's businesses.

The latest numbers indicate that Myntra has grown more than 50% in the current financial year. Myntra's strong performance has been driven largely by the growth of its private labels business, adding users in new categories such as personal care and faster growth in tier-2 markets. Myntra's

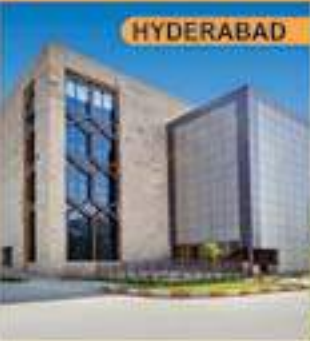
"Because we are multi-format (retail), are we cannibalizing each other? Yes, there

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would be some cannibalization, but you're also ensuring that you're taking care of different kinds of customers," Mr. Vasudev had said in a June interview.

According to the people cited above and a third person, who was a Flipkart executive, Flipkart fashion clocked monthly GMV of roughly Rs. 600-700 Crore during the month of July.

A Flipkart spokesperson disputed the sales numbers. "Flipkart Fashion continues to be the market leader in Fashion and Lifestyle across customers, transactions and value. Last couple of months primarily have contributed to our growth trajectory; as we launched a new customer engagement campaign," the Flipkart spokeswoman said. "We witnessed a meaningful customer growth in metros and also, Tier-3 towns."

Over the past six months, Flipkart has repeatedly claimed that it is the largest in the online fashion segment and had overtaken all its online competitors, including Myntra. Flipkart fashion recently claimed that it closed fiscal 2017-18 with \$1 billion in GMV and is set to touch \$1.7 billion in terms of GMV by March.

(Source: Mint)

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

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in Rs.
12.4	Abrasion resistance	600
12.5	Knot resistance	600
12.6	Colour migration	200

13. SAFETY FOOTWEAR

13.1	Hardness of steel toe cap	250
13.2	Nail penetration test	600
13.3	Dimensions of steel toe cap	400
13.4	Impact strength of steel toe caps	600
13.5	Thermal conductivity	500
13.6	Static electricity	
a.	Without conditioning	600
b.	With conditioning as per EN norms	2000
13.7	Resistance to hot contact	500
13.8	Compression resistance	600
	Metal insert flexing	1000
	Cold insulation test	2000
	Heat insulation	600
	Acid resistance footwear with different chemicals (upto 20 chemicals)	1000/chemical
	ESD footwear test	2000
	Energy absorption	600

14. CARD BOARD BOXES

14.1	Specific weight	100
14.2	Tongue tear strength	600
14.3	Rub fastness Dry/Wet	400
14.4	Laminar strength	700
14.5	Burst strength	600

15. HAWAI CHAPPAL

15.1	Strap attachment strength	400
15.2	Breaking strength of strap	400
15.3	Ross flexing	600
15.4	Abrasion	700
15.5	Split tear	600
15.6	Compression set	600
15.7	Shrinkage	600

16. TEXTILES

16.1	Breaking strength	400
16.2	Colour fastness to washing	150
16.3	Colour fastness to perspiration (Acidic/Alkaline each)	150

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

To be continued...