

## CMAI creates history at 67th NGF with 1087 brands and 986 exhibitors

By Rahul Mehta, President, Clothing Manufacturers' Association

The Clothing Manufacturers Association of India (CMAI) is all set to organise "India's Largest Apparel Trade Show - The 67th National Garment Fair" from 16th July to 19th July 2018 at Bombay Exhibition Centre, NSE Complex, Goregaon (East), Mumbai.

**For all your requirement in Linen/Flax Fibres, Tops and Yarns Cottonised flax fibers for cotton spinning in natural and bleached from Wester Europe origin:**  
 NV Jos Vanneste Belgium  
 Contact:  
 Eve Fabrics Pvt. Ltd.  
 ckmody@evfabrics.com

This B2B Fair will be spread over approximately 6,50,000 square feet, covering all the Halls at the Bombay Exhibition Centre. There will be 916 exhibitors in 986 stalls displaying 1087 Brands. This will be India's Largest Ever Garment Fair held so far. The Fair will display leading Brands in Men's wear, Women's wear, Kid's wear and Accessories.

The 67th National Garment Fair will be over 4 Days instead of the normal 3 Days Fair. The Fair timing will be from 10 AM to 9 PM. For the first time the July Edition of the National Garment Fair will be a 'No Decoration Fair' and will be open only to Trade Visitors and Garment Retailers.

The Business Networking Sessions between the Exhibitors and Agents & Distributors, High Street Retailers, National Chain Stores & E-Commerce Companies will continue this year.

This year CMAI is also Celebrating 25 years of Association with Bombay Exhibition Centre.

**cmboo**  
 Permanent Stretch with comfort  
 Advantages Applications  
 • 100% Recovery • Denim  
 • Good Stretch • CSY  
 • Crease Resistance • Dual Core Spun  
 • Shape Keeping • Knitting  
 • Shirting  
 Contact: **Stuti**  
 Technical Fibers & Speciality Yarns!  
 info@stutiexports.com

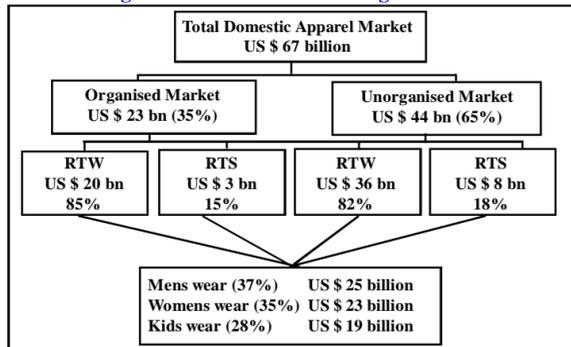
**INDIAN APPAREL MARKET**  
 India's domestic apparel market is estimated at US\$ 67 billion in 2017 which has grown at a CAGR of 10% since 2005. Indian domestic market has performed better than the largest consumption regions like US, EU and Japan, where depressed economic conditions led to lower demand and growth.

Due to presence of strong fundamentals, the domestic apparel market size of India is expected to grow at 11-12% CAGR and reach about US\$ 160 billion by 2025.

Table 1: Category-wise Break-up of Domestic Apparel Market

Category	Market Size (US\$ Billion)	% Share
Ethnic Wear	23.8	36%
Bottoms	11.8	18%
Tops	10.8	16%
Intimate wear	4.7	7%
Suits	3.7	6%
Outerwear	3.7	5%
Others*	8.4	13%

\*Others include active wear, dresses, school uniform  
 Figure 1: Domestic Market Segmentation



**For all your requirement in Polyester Fibers, Tops and Filaments Yarn SD, FD, Catatonic for Worsted /cotton spinning from Japan, Korea, Taiwan and South East, Europe and USA.**  
 Contact:  
 Eve Fabrics Pvt. Ltd.  
 ckmody@evfabrics.com

The domestic market size is dominated by Ready-To-Wear category, market size US\$ 56 billion, with 84% share which is further growing at a CAGR of 10-11%. The Ready-To-Stitch market is also gaining momentum as more and more men who have been buying premium or luxury readymade clothing brands want to wear a shirt or a trouser that fits them

perfectly. The Ready-To-Stitch market currently at US\$ 11 billion is expected to grow at a CAGR of 7% and reach about US\$ 20 billion in 2025.

**RECENT PLASTIC BAN IN MAHARASHTRA**

The recent Plastic Ban announced by the Govt of Maharashtra is welcome. Clarification issued by the Environment Department allowing the use of PP Bags for wrapping the Garments at the Manufacturing Stage under a mechanism for the collection of the used PP Bags through a buy-back mechanism and ensure the recycling and final disposal of

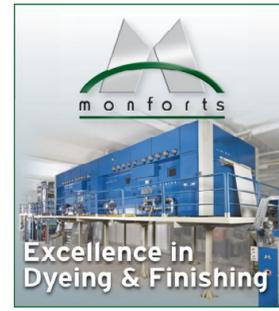


the collected PP Bags has been highly appreciated by the industry. CMAI is committed, as a responsible organisation, to protect the environment and has assured the government that

CMAI Members will work hand in hand with the State Government and Local Authorities and ensure that all used PP/Plastic Bags are responsibly recycled and disposed-off.

**DECLINE IN GARMENT EXPORTS**

The Apparel Exports have taken a beating from October 2017 onwards. The introduction of GST has resulted in non-refund of several embedded taxes. Consequently, apparel exports for the financial year 2017-18 declined by 4% to USD 16.7 billion from 17.38 billion in the previous year.



The downturn continues in FY 2018-19 with a month on month decline of 10%. The Government is seized of the matter and has assured that embedded taxes will be refunded through the drawback route.



FORMALS | SEMI-FORMALS | CASUALS | DENIMS

AVAILABLE AT: Oxemberg Exclusive Outlets & All Leading Menswear Showrooms.

ALSO AVAILABLE AT: **Siyaram's SHOP** | **CENTRAL** | **max** | **TRENDS** | **IN 15'** | **LuLu FASHION STORE**

For trade/corporate enquiries, contact: 022-30400700 and for franchisee enquiries, contact: 9820401453. E-mail: enquiries@oxemberg.com  
 Ph.: 1800 209 4005 (Toll Free). www.oxemberg.com | Follow us on: Facebook, Twitter, YouTube



## World's first conference on the integration of fashion and artificial intelligence held in HK

From Tecoya NewsDesk

MUMBAI, JULY 15—

The Institute of Textiles and Clothing (ITC) of The Hong Kong Polytechnic University (PolyU) recently organised the first-of-its-kind academic conference entitled "Artificial Intelligence on Fashion and Textile Conference 2018" in partnership with the Vision and Beauty Team at Alibaba and The Textile Institute, UK. Targeted at exploring the integration of fashion and textile supply chain and artificial intelligence (AI), the four-day conference attracted over 250 researchers, engineers, practitioners and IT professionals from the AI and fashion fields.

The Conference was inaugurated on 4 July 2018 by Dr Bernard Chan, Under Secretary for Commerce and Economic Development, HKSAR Government; Dr Lam Tai-fai, Deputy Chairman of PolyU Council; Professor Timothy W. Tong, President of PolyU; and Mr Zhuang Zhuo-ran, Vice President of Alibaba Group.

The PolyU President, Professor Timothy W. Tong, said at his welcoming address, universities in Hong Kong have been performing well in AI technology and related fields with world-leading research and development capabilities. "The proliferation of AI in recent years is having a profound impact on society. By combining with other new technologies, AI is transforming many industries, including Fashion, with optimized production lines, improved operational efficiency as well as enhanced business processes, which will undoubtedly lead to a higher profitability. With collaborations with industry leaders like Alibaba, PolyU will be able to make even more significant contribution in the global development of AI in the years ahead."

Plenary speakers of the Conference are: Professor Zowie Broach, Head of Fashion of Royal College of Art; Mr Menglei Jia, Senior Technical Expert, Taobao Technology Business Unit of Alibaba Group; Ms Kim Wong, Professor of Practice, ITC, PolyU; and Professor Dacheng Tao, Professor of Computer Science, School of Information Technologies, The University of Sydney. They would share their insight and research findings on the application of AI in fashion business.

# Considering home grown apparel beyond Made in USA

Among restaurants, the farm-to-table movement has become so pervasive it's hard to find a menu or chalkboard that doesn't tout a local farmer, fisher, or baker. While the apparel industry isn't as impacted with quite that amount of passion regarding the origin of their clothes, there are growing signs that Americans want to do more than just wave the Red, White & Blue on July 4th. They want to celebrate what the country has to offer, including clothes that are Made in the USA of homegrown, natural materials.

Raleigh Denim's co-founder and designer Victor Lytvinenko says the fact that the collection is U.S.-made is "absolutely" important to the company.

"We love making things ourselves in America, and that will always be the heart of our brand," Lytvinenko says.

The majority of consumers (52 percent) say it's important to them that the clothes they buy are made in the USA, according to the Cotton Incorporated Lifestyle Monitor™ Survey. Men and consumers over the age of 25 are significantly more likely than their counterparts to feel this way.

When purchasing various products, more than 7 in 10 consumers (72 percent) check the country of origin information before purchasing clothes, followed by fruits/vegetables (70 percent) and electronics (69 percent), according to Monitor™ research. Additionally, more than 6 in 10 consumers (63 percent) check the country of origin info before buying home textiles.

While young people are often closely associated with authentic product and local movements, the Monitor™ finds consumers under the age of 25 (60 percent) are significantly less likely than their older counterparts (76 percent) to check the country of origin before making purchases of clothes, produce, electronics, or home textiles. Males are significantly more likely than females (67 percent versus 60 percent) to do so.

American Giant is a San Francisco-based apparel company that began in 2012 with "the audacious idea that innovation and enterprise belong to all of us. Not just Silicon Valley." The company asserts it is investing in technology and engineering to produce



"the best of American-made classics" while reigniting "manufacturing towns with new jobs along the way."

More than 7 out of 10 consumers (73 percent) say it's important to buy made in the USA apparel because it supports the U.S. economy, according to Monitor™ research. That's followed by the sentiment that clothes made in the U.S. are better quality (55 percent) and manufacturing here is more environmentally friendly (32 percent).

American Giant's Bayard Winthrop, founder and CEO, says producing at scale was the hardest part of growing the business.

"Getting there requires a lot of unglamorous work in sample rooms and on factory floors," he says. "But once you have scale, you can control and mitigate inventory risks dramatically, allowing you to charge a much fairer retail price. You begin to unlock efficiencies that we believe can reset assumptions in the industry about the competitiveness and effectiveness of American-made product."

The country's apparel and footwear makers were spared somewhat when the Trump administration recently put tariffs on \$50 billion in Chinese imports. Most of the Chinese equipment and machinery used by American apparel companies to make product domestically were removed from the tariff list.

The American Apparel & Footwear Association's Rick Helfenbein, president and CEO, said a tariff on this equipment and machinery would have increased costs for domestic manufacturers across the industry, leading to higher prices and lower sales.

However, according to Helfenbein, cotton farmers will feel the pinch.

"China previously identified almost \$1 billion worth of American cotton exports to China as a target, which will hurt American farmers and U.S. textile manufacturers, and add costs to our supply chains," Helfenbein said. "Any new tariffs present an immense burden for the American people. Further, China has already made clear that it will retaliate swiftly. Ramping up tariffs doesn't help bilateral trade talks reach a successful conclusion. It's hard to see how anyone benefits from this."

Besides manufacturing in the U.S., American Giant and Raleigh Denim also use domestic cotton in their apparel lines, as does Chicago-based Dearborn Denim. Dearborn began in 2016, and all the products, including jeans, tees and shorts, are cut, sewn and crafted at its Windy City factory.

Almost 2 in 3 consumers (65 percent) are interested in buying apparel made with cotton that is grown in the United States and then manufactured here, too, according to Monitor™ research. Among those consumers over the age of 35, almost 3 of 4 (74 percent), significantly more than their younger counterparts (51 percent), say they are interested in buying U.S.-made clothes produced with domestically grown cotton.

At Raleigh Denim, Lytvinenko says not only is everything made in the U.S., but also most of the denim and the majority of the button-down shirts are made in North Carolina. The company is currently celebrating its 10-year anniversary. It's grown from a team of two — Lytvinenko and his co-founder and wife Sarah Yarborough — to a 40-member firm.

"Producing in the U.S. is a beautiful adventure and challenge. There are always obstacles to overcome...it is hard to say if it is easier or harder now than before," Lytvinenko says, recalling how 10 years ago, he and Yarborough did all the running, designing and manufacturing themselves.

Now, the company has a retail space called The Curatory at the front of its downtown Raleigh, NC, workshop, and product is sold in 100 doors across North America. "In the beginning, building our factory — hunting for, finding and rebuilding the vintage machines — and training our jeansmiths took some time. Ten years later we are a lot better at making, but it is harder to find raw materials."

Lytvinenko is referring to the difficulty in attaining American-made denim. White Oak Cone Mills closed in December. It was preceded by Denim North America and Swift Galey. For makers looking for U.S.-made denim, that leaves only Mount Vernon Mills in Mauldin, SC.

But 62 percent of consumers are interested in buying denim jeans that are both made with U.S.-grown cotton and domestically manufactured, according to the Monitor™. Likewise consumers would like to see "homegrown" T-shirts (69 percent), underwear (67 percent), bed sheets (65 percent), and active tops (61 percent).

Raleigh Denim's customers appreciate the effort the company has made to stay homegrown and local.

"We feel we have some of the most loyal customers, who get excited as much as we do when we launch new products and styles," Lytvinenko says. "Sarah, myself, and our entire team love hearing from the community that not only do they appreciate our designs but also the importance we place on being U.S.-made."



# BIRLA CENTURY

A Division of Century Textiles and Industries Limited

## WORLD'S FINEST COTTON TEXTILES

COMPANY CERTIFICATIONS

Is the 1<sup>st</sup> Indian Firm in Textile Industry to Receive

MADE IN GREEN

Certified by **OEKO-TEX®**

CONFIDENCE IN TEXTILES

For SUSTAINABLE TEXTILE PRODUCTION

Is the 1<sup>st</sup> Manufacturing Project in India and 2<sup>nd</sup> in the World to Achieve



**LEED v4** Green Building Rating System Certification

Established By The U.S. Green Building Council



EGYPTIAN COTTON



ORGANIC TEXTILE STANDARD



OEKO-TEX® CONFIDENCE IN TEXTILES

STeP 15000095 HOHENSTEIN HTTI

Sustainable Textile Production

www.oeko-tex.com/stp

**OUR PRODUCTS**

SHIRTINGS

BED LINEN

SUITINGS

FANCY & FINER



BIRLA GROUP OF COMPANIES

Regd. Off.: Century Bhavan, Dr. Annie Besant Road, Worli, Mumbai 400 030. Tel: 022-2445 7000 Fax: 022-2430 9491

E-mail: mail@birlacentury.com, Website: www.centurytextind.com www.birlacentury.com

Products Available at Company's Retail Outlet viz : Birla Century, Opp, Mahindara Tower, Pandurang Budhkar Marg, Worli, Mumbai - 400 030 Tel : 022- 24934246

# Indian textile industry topline has grown in FY18; but margins have declined significantly

In continuation of Wazir Textile sector performance update, discussed below is the Wazir Textile Index comprising cumulative financial performance of the top Indian textile companies along with update on market performance of Indian textile sector for the financial year 2017-18 (FY18).

Based upon detailed financial analysis of the top ten textile companies, WTI Sales was calculated to be 110.5 in FY18 as compared to 107.9 in FY17 which indicates that the overall consolidated sales increased by 2% during FY18.

However, EBITDA declined drastically by 16% in the same period. Consolidated WTI EBITDA stood at 84.2 in FY18 as compared to 100.5 in FY17. Post GST, even though overall sales has grown in volume but the demand constraints have resulted in lower price realization leading to reduced EBITDA margins.

Also, there has been an increase in raw material cost and employee cost during this period which impacted the EBITDA margins.

## However performance has rebounded in Q4 & Q3 after a dip in Q2

Immediately Post GST there was a dip in consolidated sales, however in Q4 & Q3 the sales and EBITDA levels have improved for the textile industry. On consolidated level, sales increased by 4% in Q4 vs Q3 FY18 & 3% in Q3 vs Q2 FY18, after a dip of 0.5% in Q2 vs Q1 FY18. Compared to previous year, sales increased by 0.3% in Q4 FY18 vs Q4 FY17 & 7% in Q3 FY18 vs Q3 FY17, after a decrease of 2% in Q2 FY18 vs Q2 FY17.

Consolidated EBITDA margins declined consistently in Q1 FY18, Q2 FY18, Q3 FY18 & Q4 FY18 compared to previous year. However the decline was less in Q3 FY18 at around -3 percentage points while the decline in Q4 FY18 was the least at around -1 percentage point. Within FY18, average EBITDA margins declined in Q2 to 12.4% and then further rebound in Q3 & Q4 to reach 13.7% in Q4 FY18.

## India's Economy revived in Q4 FY18 but Industrial Production for Textiles & Apparel declined in FY18

India's real GDP has grown by 6.7% in FY18 as compared to FY17 with a high growth of 7.7% in Q4 FY18.

However, average IIP (Index of Industrial Production) for textiles has declined by 0.5% while IIP for apparel has declined by 11% in FY18 as compared to FY17. Decreased IIP may be attributed to lower market demand immediately after GST introduction, especially for apparel which saw significant decline in production post GST.

Also increasing apparel imports post-GST would have impacted production for domestic industry. Further average WPI for textiles has shown an increase of 2% in FY18 as compared to FY17, driven by increasing raw material costs.

## Lakme Fashion Week announces fresh batch of Gen Next designers

MUMBAI, JULY 15—

The Lakme Fashion Week (LFW) has announced the new batch of Gen Next designers, who will be showcasing their collections at the upcoming Winter/Festive edition in August.

The Gen Next Designer Programme at LFW has given the Indian fashion industry some of its biggest designers like Rahul Mishra, Nachiket Barve, Masaba Gupta, Kallol Dutta and Aneeth Arora.

The Winter/Festive 2018 batch has been handpicked by the LFW Advisory Board, which includes industry stalwarts like Anamika Khanna, Anita Dongre, Manish Malhotra, Narendra Kumar, Rohit Bal and Sabyasachi among others.

The five designers, who have made the cut this year are Ajay Kumar Singh, Kanika Sachdev, Shweta Gupta and Yadvi Agarwal from New Delhi and Anurag Gupta from Noida.

"Discovery is one of the key pillars of Lakme Fashion Week and the Gen Next show helps us unearth new fashion talent every season. These new designers are the future of Indian fashion. This Winter/Festive 2018, we had a tough job of selecting 5 talented designers from the jury shortlist. Looking forward to seeing their collection on the runway," Ashwath Swaminathan, Head of Innovations, Lakme said in a statement.

Jaspreet Chandok, vice president and head - fashion, IMG Reliance said the programme aims to promote and shape the face of Indian fashion industry and "this season has seen some exceptional talent come to the forefront, and we are very excited to see what these young designers bring to the ramp."

The Lakme Fashion Week Winter/Festive edition is scheduled to happen from August 22 to 26.

## Indian exports of T&A products saw marginal growth in FY18

Indian exports of T&A (Textile and Apparel) products stood at US\$ 37 Billion in FY18, increasing by 0.6% as compared to last year. Export of all the categories have grown in FY18 as compared to FY17 except apparel. India's apparel exports increased by 8% y-o-y in H1 FY18, however the same declined by 16% in H2 FY18, resulting in an overall decline in apparel exports by 4% in FY18. Post GST issues like reduction in duty drawback, slow refund of input credit etc. had significant impact in apparel exports reduction. Fibre exports grew significantly at a rate of 12% in FY18 driven by cotton fibre exports growth of ~14%. Fibre exports slowed in H2 after a robust H1, while yarn exports have shown a reverse trend. It is worth mentioning that, India's overall exports grew 10% y-o-y in FY18, compared to only 0.6% for the T&A sector. USA and UAE continue to be the two largest export markets with a cumulative share of ~30%.

## India's imports of T&A products are on a rise post introduction of GST

India imported Textile and Apparel products worth US\$ 7 Billion in FY18, registering a growth of 16% as compared to FY17. Import of all categories have increased in FY18. Yarn imports have increased maximum in FY18 (31%) as compared to other categories. Increase in imports of spun yarn led to this increase in yarn imports in FY18. Apparel and fabric imports have also grown significantly by 30% and 27% in FY18, especially post GST at 48% and 34% respectively. One of the reasons for this increase in apparel and fabric imports is reduced effective import duty with removal of CVD and credit available for IGST. China continues to be the largest import partner for India. Import share of USA has increased significantly from 7% in FY17 to 9% in FY18, primarily due to increase in cotton imports.

## T&A Imports of US and EU has increased in FY18 till date

US imports of T&A have increased by 4% in FY18, while

EU imports of T&A increased by 8% during April 2017 to February 2018. Amongst the top import countries, Vietnam has shown high growth of 8% in US imports, while China and India has increased by 5% and 2% respectively. Interestingly US imports from Bangladesh have declined by 3% during this period.

Cambodia has shown the highest growth of 15% in imports of EU. Other top countries to EU include Pakistan (11%), Vietnam (10%), Morocco (10%) and Bangladesh (8%). India and China have both shown growth of 6% in EU imports.

## Despite fluctuations, average raw material prices increased in FY18 (except for PC yarn)

Overall there was an increase in raw material prices in FY18 compared to FY17. On an average basis, raw cotton, viscose staple fibre and polyester staple fibre prices increased by 2%, 10% and 11% respectively in FY18.

Similarly there was an increase in cotton yarn and polyester viscose blended yarn average prices growing at a rate of 4% & 5% respectively in FY18. However, polyester cotton blended yarn registered a decline of 4% in FY18 as compared to FY17.

Overall Indian textile and apparel industry has struggled in terms of profitability in FY18 due to the lingering effect of GST. However, the overall performance of the industry has rebounded in the last quarter of FY18 which is promising for the future. The decline in EBITDA margins for the top ten textile companies was the least in Q4 FY18 as compared to the previous quarters.

T&A Exports have grown at a slow rate with a decline in apparel exports in FY18. Post GST issues like reduction in duty drawback, slow refund of input credit etc. and increasing competition from other low cost nations had significant impact in apparel exports reduction.

Also India's T&A imports are on a rising trend especially post GST. One of the reasons is reduced effective import duty with removal of CVD and credit available for IGST. This needs to be addressed immediately to restrict further impact on domestic industry.





VIBRANT FLOWING  
STOLES & SCARVES



PERFECTLY  
DRAPING SAREES



VIBRANT & FLOWING  
KURTIS



SUPER SOFT  
COMFORTABLE  
LEGGINGS



**GROW YOUR BUSINESS WITH LIVA!**

Talk to us



Visit us at the 67<sup>th</sup> National Garment Fair.  
Hall No. 3, Stall No. 1513  
E-mail: [enquiry.liva@adityabirla.com](mailto:enquiry.liva@adityabirla.com)

# Denim is seeing a revival 145 years of an Icon

Spring is officially in full swing and with it come the latest styles of the season. While everyone fêtes the newest lengths, colors, and silhouettes, there will be one industry icon celebrating its 145th birthday: the blue jean.

But that doesn't mean it's dated. In fact, it remains as ageless as ever. As Lynn Downey, historian for Levi Strauss & Co., the creator of the first jeanswear, wrote in A Short History of the Blue Jean, "In 1969, a writer for American Fabrics magazine declared, 'Denim is one of the world's oldest fabrics, yet it remains eternally young.'"

Today, young music festival goers have reinvigorated the denim market, turning blue jeans and all things denim into signature style pieces. And designers have been sending more of it down the runways in recent seasons, in looks that range from clean and dark to highly embellished to deeply deconstructed and destroyed.

Just as Calvin Klein took the humble blue jean and elevated it to a status symbol, denim is going through another renaissance. On the one hand, it's seen as a palette where fashion's most creative can express high forms of inventiveness. On the other, it's viewed as a vintage garment that exudes authenticity in its quiet simplicity.

That versatility is what, after nearly a century-and-a-half, makes denim jeans so popular. Almost 2 in 3 consumers (61 percent) say they wear denim jeans/shorts at least three times a week, according to the Cotton Incorporated Lifestyle Monitor™ Survey. Nearly three-quarters of all consumers (72 percent) say denim is their first pick for casualwear. About half prefer to wear jeans to run errands (58 percent), school or class (54 percent), express themselves (51 percent), feel confident (47 percent), and go out to dinner and feel stylish (both 42 percent).

Of course, in today's work world, where flex time, WeWork spaces, and working from home is commonplace, blue jeans are the preferred work bottom for a third (33 percent) of consumers, according to Monitor research.

That's followed by casual pants (26 percent) and dress pants (21 percent). More than half of all consumers (60 percent) say they wear denim jeans at least once a week to work, and 51 percent consider denim to be dressy.

It's impressive that this one garment can work in so many situations after all this time. Back on May 20, 1873, Levi Strauss and Jacob Davis obtained the U.S. patent for the process of putting metal rivets in men's denim work pants. These tiny fasteners, affixed at the points of strain on the traditional workwear fabric, fortified the denim so well that Levi Strauss & Company sold its early jeans with the slogan, "It's no use they can't be ripped."

These days, denim is a category all its own, with \$13.5 billion in U.S. men's and women's sales in 2016, according to The NPD Group, Inc./Consumer Tracking Service. Euromonitor International estimated the market to be closer to \$17.6 billion.

Denim experienced second-fiddle status with the rise of athleisure. While that active-inspired category is still strong, it's already experiencing growing pains. Sales of activewear grew just 2 percent in 2017 to \$48 billion, according to The NPD Group, a drop from the double-digit increases seen the previous two years.

Euromonitor's Lorna Hennelly, beauty and fashion analyst, writes that denim designers and manufacturers realized they needed to innovate to compete against athleisure, which has the comfort factor in its favor.

"The impact of athleisure on denim has given rise to fabric innovation and a move towards more sustainable production processes," Hennelly writes in a report, "Spotlight on Jeans: Denim Bounces Back." "Growing consumer demand for comfort has prompted brands to explore fibre [sic] technology."

To that end, at the recent Kingpins denim show in Amsterdam, Artistic Milliners debuted a collaboration with Cordura and Tencel called the "SuperCharged Noir" collection, noted for the color-fastness, enhanced strength and abrasion resistance while the denim maintains softness and stretch for comfort.

Additionally, Lee Jeans partnered with the premier design team Cushnie et Ochs for the special Lee Body Optix collection. The companies say the line harnesses vision science and exclusive patent-pending technology to create denim that flatters the female body.

Rolling out later this year, the companies say the Lee Body Optix line is "precisely shaded and contoured using patterns created by nano laser technology and constructed with strategic seams and pocket placement. The result is a clothing line that delivers 360° body enhancement."

At least two-thirds of consumers say they would be willing to pay more for denim jeans that fit them perfectly (87 percent), according to Monitor™ research. They would also pay a premium for jeans that were higher quality/lasted longer (79 percent), were custom made to their fit and style (70 percent) and kept their shape all day long (69 percent).

Innovation doesn't just come from the marriage of denim with technology. Designers sent a slew of new denim looks down the Fall/Winter 2018 runways. Dolce & Gabbana took the basic denim trucker jacket and reimagined it with bold patches and oversized fuzzy collars. Alice & Olivia showed flared bell bottoms,



studded denim and jeans that were split with one leg light blue and the other leg a deep indigo. Son Jung Wan offered luxurious denim bottoms for women that were fabulously embellished with sparkling crystals and oversized fur cuffs. Jeremy Scott showed wide-leg denim jeans with a tuxedo strip down the sides, as well as a midriff baring cropped denim jacket, again with the tuxedo striping, this time down the arms. The John Lawrence Sullivan brand showed half-and-half denim, both with black and blue denim legs, as well as one denim and one leather leg. And Philipp Plein showed biker-style jeans with the reinforced motorcycle knee panels, as well as destroyed and destructed denim.

As the skinny jean is giving way to looser-fitting legs and higher-waists, consumers are also looking for more rigid denim, aka, denim without stretch. Three in four consumers (74 percent) say they prefer their denim jeans to be made from cotton, according to Monitor research.

So, perhaps designer Alexander Wang has hit it just right: his Denim X Alexander Wang's distressed denim jogger pants are made with 100 percent cotton, but feature a drawstring waistband and elastic cuffs, giving them the look of a jogger, the comfort of athleisure but the edginess that is permeating this classic and rejuvenated category.

## Myntra launches Spanish fashion brand Niza

By Our Staff Reporter

MUMBAI, JULY 15—

Myntra has exclusively launched of contemporary, Spanish fashion brand "Niza", in India by their strategic partner Zashed. Niza is known internationally for its elaborate, original and sophisticated designs.

Actress Malaika Arora launched the brand in a high-octane fashion event today at the Myntra headquarters in Bangalore. The launch of Niza marks Myntra's expansion of its international fashion brand portfolio. In India, Niza offers classic western wear apparel, adding just a slight desi flare to make it perfect for the modern Indian woman.

Women today want to look good, look beautiful and with that intent Niza and Myntra bring contemporary women's clothing in fresh styles and themes in the world of fashion. Niza is a women's fashion Brand from Spain with more than 20 years of experience. NIZA's signature conveys a unique personality with unique embroidery and appliques in quality fabrics and fibres, creating brightly coloured garments for a sophisticated and discerning woman of today. Niza offers you a wide range of western and indo western wear. The signature manages to convey a unique personality while still embracing current day trends, and with their wide range of categories and sizes, Niza guarantees the perfect outfit for every woman. Over the past 20 years, Niza has developed a differentiated fashion for a woman seeking trend and exclusivity. The effort, dedication and success of the garments has led to growth that has resulted in more than 35 single-brand outlets and more than 500 multi-brand outlets worldwide.

Speaking on the expansion of Myntra's portfolio and their association with Niza, Ananya Tripathi, Head - Category and Chief Strategy Officer, Myntra said, "Myntra is the most popular choice for fashion shopping among the Urban Trailblazer segment in India. We are very excited to have an exclusive association with "Niza" for retailing its products on Myntra. We believe it offers our shoppers a refreshing new take on premium fashion through its product and design sensibility. "Niza" with its original and sophisticated collection are sure to make it to the premium womenshopper's wardrobe."

Take the leap with our new ready-to-wear apparel line Siyaram's MOZZO. | For distributor enquiries, contact : 022-30400575 / 500. Toll-free No. : 1800 209 4005. Email : enquiries@siyaram.com | www.siyaram.com. | Visit Us At Stall No. 2609 At NATIONAL GARMENT FAIR '18 - Mumbai.