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MINDTREE - FOOD FOR THOUGHT

Buyers always prefer factories that have compliance norms in place, companies that have invested in systems and practices that ensure the best work environment for operators and HR policies for management. But then to get the 'best' price these same buyers do not hesitate to shift orders to other manufacturing bases in less developed nations where wage rates are far below Indian standards set by the law... Is this not undercutting the whole objective of 'social compliance' by viewing manufacturing as a 'lowest possible price challenge'? What should be the role of the buyer?

■ American buyers are adamant on the compliance issues whereas Europeans are lenient. Compliance needs a lot of money but the margins we get are very less. In India, the prices are going high and the wages of labourers are also hovering. There are several and big compliance auditing companies which should come together with the buyers and find out easier and better ways for compliance.

Kusum Himatsingka,
Cotlon India Pvt. Ltd.,
Delhi

■ I just know about the American buyers and that they are very particular about social compliance norms. I can't say about others. I have never experienced personally that a buyer has shifted his orders for lesser price and ignored compliance issues so I can't comment on that. And if such issues are arising then the buyers should set up compliance teams and compliance checks should be held.

Sandeep Gupta,
Gupta EXIM (I) Pvt. Ltd.,
Faridabad

■ The American buyers have their own set of norms. When we work for them then we have to follow those rules. They send their auditors for a quality check and expect us to follow all the quality parameters like safety of the employees, office appearance, hygienic conditions of the office, etc. The standard buyers don't ignore the compliance issues because the world media is watching. The big buyers are afraid of coming face to face with media.

The manufacturers also have to face major problems on the

pressure put on them by the buyers to supply the production on time. They pay the manufacturers after 120 days and if they are not able to supply on the desired date then the buyers tend to shift their orders to some other supplier. This leads to unemployment and create a scenario of crisis for the manufacturers.

S. Vishwanathan,
Pravin Tex, Tirupur

■ Yes, I do think buyers are more stringent with Indian manufacturers in terms of



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compliance norms, and this is especially true for American buyers. Sometimes the buyer tends to shift to less developed countries because that's more cost-effective but may be ignoring social compliance there. And if we talk about the Indian scenario, the poverty level in India is increasing. So if a child is above 10 years of age and has to support the family, then social compliance can be ignored in such cases. This will also stop him taking to wrong path for money.

R.K. Tulshan,
Expo India, Kolkata

■ ■ We mostly deal with European buyers and they are flexible in compliance norms. But I have heard that American buyers are more stringent with Indian garment manufacturers in term of social compliances. I feel that manufacturers should insist on compliance. The

companies should be socially audited. The cost of getting an audit done is approximately around forty to fifty thousand a month. But after all this there is no guarantee of getting the certificate of quality, as I feel.

D.K. Kohli,
Himanshu Apparels,
Gurgaon

■ ■ When it comes to social compliance norms it varies from buyer to buyer. Compliance is more of a mind set than a norm. Looking at socially, we all should be following the compliant systems. Buyers are not as stringent as the compliance auditing companies are. These companies charge a lot per audit and each time find some flaw in the social compliance and refuse to give the quality certificate. The manufacturers have to face a lot of dilemma. The problem lies in the working of these auditing companies. Social

compliance has a norm of overtime and in a garment industry work isn't possible without overtime.

Government has to make these norms more flexible. The manufacturer's needs should also be kept in account. Sometimes because of the time-consuming procedure of auditing the manufacturers tend to loose orders of big companies. Hence it leads to wastage of time and money. In today's world money talks is crucial. So the buyers' compromise on the compliance norms, especially if they are getting at cheaper rates from lesser developed countries.

P. M. S. Uppal,
PEE Empro Exports Pvt.
Ltd., New Delhim

■ ■ We take the social compliance norms positively. All our factories are socially compliant. The American buyers

are more rigid in social compliance issues. Countries like China and Bangladesh are not following compliance norms and the buyers are unable to detect it as it's difficult for them to reach the remote areas where the manufacturer's factory is located. A buyer never compromises on the quality of the product because it's a matter of competition with other retailers. Lower quality doesn't survive in the market, but sometimes from where the product is coming from, can pass the test.

Vinod Kumar Saraogi,
Meridian Apparels Ltd.,
Chennai

■ ■ American and European buyers compared to other countries like China and Cambodia are in fact more firm on India on social compliance issues. I personally have been to the factories of China and I



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MINDTREE QUESTIONNAIRE

At many buyers are asking exporters to negotiate business in terms beyond LCs as banks do not want to give credit. What are the payment terms that the buyers are now looking for? Are they secure? Do share your experiences.

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can say that we are much better than them in following the compliance norms. The countries which ignore compliance are giving products on a lesser price to the buyers than India. This is the root cause of shifting of the orders. It's a natural phenomenon that buyers opt for a lower price.

The nominated agency or the compliance auditing agencies don't have a uniform procedure of auditing. All these agencies work differently. They find flaw in minor things and refuse to give the compliance certificate because of which the manufacturers have to face a lot of trouble. There should be a uniform norm for all the auditing agencies.

H.K.L. Magu,
Jyoti Apparels, New Delhi

■ The European buyers are more likely to be stringent towards the Indian manufacturers when it comes to social compliance norms. It might happen that the buyers are shifting orders if they are offered lesser price and ignore compliance. India is at loss in that case.

Yogesh Thore,
Mandhana Industries Ltd., Mumbai

■ In today's world social compliance norms are a requirement. They help in the upliftment of the labour class. But getting the compliance audit done is expensive which adds up to the cost of the product. The buyers are not ready to increase the price and the margin between the cost price and the selling price is minimal. Hence it eats up our profit.

The Government wants us to give adequate wages to the labourers but the buyer is not providing any help to the manufacturer to support them. They should be lenient towards the manufacturers and support them in following the compliance norms. For lesser price some buyers shift their orders to lesser developed countries but some buyers who are concerned

about their brand equity never compromise on the compliance issues because they are answerable to their customers.

G.S.Madan,
Madan Trading Co-op Pvt. Ltd., New Delhi

■ Nowadays buyers are getting stricter on the social compliance issues. Indian manufacturers should take care of the quality of their products so that the buyers don't shift their orders to other countries. Their companies should also be socially compliant for the satisfaction of the buyer.

Chandra T. Jain,
Opera Clothing, Mumbai

■ Our company deals with both European and American buyers but they have never been stringent with us on compliance norms. We have never faced social compliance issues till date. Our buyers are very flexible and they believe in our company and its working.

S.M. Saraf,
Saraf Gartex Limited, Jaipur

■ My company is SA 8000 certified. The buyers are absolutely rigid when it comes to social compliance norms with India. Some buyers are genuinely concerned about the social compliance and some just ignore it when it comes to less price of a product. But the buyers which are brand conscious don't break ties just because they are getting a product for lesser price; they keep in account various other issues. Buyers just want to safeguard their interest and their image. The manufacturers should be vigilant in keeping the buyers happy.

Anand Sadh,
Permeshwar Fashions Impex Pvt. Ltd., Mumbai

■ Yes, the foreign buyers are very stringent about social compliance norms. But nowadays they are more stringent on China than on India. Under the social compliance norms India has got 48 hours of work permit per

week per labourer whereas China has just got 40 hours. China is into limelight for the miserable conditions of the labourers in the factories that's why they are liberal towards India. Indian manufacturers have a social accountability pressure and a fear of getting penalized by the Government, that's why they try to be socially compliant.

With regards to low cost, America likes to work with Bangladesh with no compliance and on the same cost with India with compliance, which reduces the margins of the Indian manufacturers. The manufacturers in Bangladesh don't have to give their workers any provident fund whereas in India that's a norm.

America's largest apparel investment is in Vietnam where the social compliance norms are minimal. So they vary from one country to another. Manufacturers should get guaranteed work from the buyers so that they don't have to face problems.

Zahir Sait,
International Trading Company, Yercaud, Tamil Nadu

■ Social compliance norms are required and are good because they keep a check on the working of the companies. Compliance norms are very strict in China, so it should be the same for our country also.

Some of the big and reputed buyers are loyal to their suppliers and never shift orders to any other country if they get a product for lesser price and ignore compliance. In our garment industry all the compliance norms can't be followed 100%. Both the parties should sit and discuss the issue and find out a solution. Many a times the buyers help us in improving our services. I am always positive in these kinds of issues and they help my company grow to a great extent.

Shiv Agrawal,
Creative Impex, New Delhi

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EU Strategy 2009

European Retailers Expanding Markets

Looking for Growth more Aggressively than US Compatriots

Seven months into the worst financial crisis in generations, Europe is still coming to terms with how to deal with the situation. Meanwhile results from top retailers indicate that buying in 2008 has not been too bad and most of them have shown growth. But 2009 may not be so kind and retailers have taken note of this as their strategies for the running year clearly reflect the same.

No business can afford to ignore indications... Forecasting that the Euro zone economy would contract 4.2% this year, the IMF warned that the situation could turn out even worse, especially if big cross-border banks ran into serious trouble, triggering more sector-wise turmoil.

An economy is often judged by the performance of the retail sector and retail brands provide the most comprehensive opportunities for brands to truly come to life. According to a recent report by Interbrand, a leading brand consultancy group that published the first ever ranking of Top 25 Performing European Retail Brands for the year 2008 – Sweden-based company H&M ranks first in Europe followed by French-owned Carrefour. Other players from the clothing sector include, Tesco, M&S, Inditex, C&A and MANGO. According to *Apparel Online*, NEXT too should have been on the list for its combination of fashion and price, but the relatively weak performance in the past year could have been a reason for its exclusion from the Top 25 List.

Apparel Online takes a closer look at these 8 dynamic retailers and what they have in store for 2009...□□□

Performance of some European Retailers 2008

* H&M, Sweden	SEK 100 bn
* Carrefour, France	€ 97.6 bn
* Tesco, UK	£ 8.7 bn (Non food) total £ 59.4 bn
* Inditex, Spain	€ 10.4 bn
* M&S, UK	€ 42 mn
* Auchan, France	€ 1.9 bn
* El Corte Inglés, Spain	€ 1.8 bn
* ASDA, UK	€ 1.2 bn
* C&A, Netherlands	€ 6.3 bn
* MANGO, Spain	€ 1.4 bn
* NEXT, UK	£ 3.3 bn
* Debenhams, UK	£ 115 mn
* OTTO, Germany	€ 10.1 bn

MANGO Improving Logistics to Catch Up with Competition



The MANGO concept based on an alliance between a quality product, with an original design and a coherent and unified brand image currently has a total of 1,220 stores in 91 countries worldwide. Dressing the modern, urban women for her daily needs is the formula the brand has analyzed, adapted and applied in all the countries in which MANGO is present: this strategy has been and remains one of the keys to commercial success and international prestige.

Last year, MANGO put its new Dynamic Distribution Centre (CDD) into operation in Parets del Vallès (Barcelona). This 24,000 m² warehouse specializes in the distribution of folded garments, goods which until now were managed from the central offices, thus leaving these offices to specialize in hung garments.

Forecast for the year 2008 for the MANGO Chain is 1.4 billion €/2.064 billion USD whereas for the Consolidated Group MANGO/MNG Holding it

is 1.071 billion €/1.579 billion USD. The company believes that the keys to success can be summarized in three points: Concept, Team and Logistics System.

2008 marked a continued expansion strategy, in which MANGO opened its second store in New York (they expect to reach 240). But while it continues to grow, with an extensive expansion plan to penetrate new markets, it still remains far away from the two fast fashion leaders.

In 2009, the brand will continue to work with external designers like the New Yorker Adam Lippes and the Belgian Sandrina Fasoli, winner of the 1st edition of the El Botón-MANGO Fashion Awards to create differential styles that make MANGO the brand that it is. After all this Catalan brand's strength lies in its ability to quickly translate trends into merchandise for the masses. Like Zara and H&M, it has a fast turnover of stock so there is always something new in the store.

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M&S: Remaining Green While Being Priced Right A Priority



Remaining a green company is one of the biggest motivations for this UK-based company with over 840 stores in more than 30 countries around the world, over 600 domestic and 285 international. It is the largest clothing retailer in the UK as of 2008 and the 43rd largest retailer in the world.

At M&S, trading stance remains 'first price, right price' and no compromise on quality with four main sale events a year. The brand will cut back on advertisement by up to 20% this year.

This year, M&S invested heavily in updating its store environments to make them more attractive to customers and focused on improving its online platform. Although M&S is growing ahead of the market and maintains a strong brand image – it set a trend toward the environmental and ethical – its reliance on the UK market makes the brand vulnerable to current economic conditions. While it is still the leader in general merchandize and has achieved an increased market share in a number of categories, the economic downturn has brought a shift in consumer behaviour away from quality to value.

M&S claims that they were able to maintain market share in Clothing over the full year and make further progress in Home. In February, a new brand portfolio was introduced which received a good response and significantly enhanced the company's women's wear offer. The market share of the kids segment at M&S is now at its highest by both value and volume for seven years.

"We are offering even better values across all price points without compromising our quality or ethical standards. While the outlook remains uncertain, we are confident that we are doing the right things," said Sir Stuart Rose, Chairman, M&S.

NEXT – The Spotlight is on 'Fashion'

NEXT is a UK-based retailer offering stylish and excellent quality products in clothing, footwear, accessories and home products. NEXT distributes through three main channels: Next Retail, a chain of more than 500 stores in the UK; Eire, the Next Directory, a direct mail catalogue and transactional website with more than 2 million active customers; and Next International, with more than 170 stores overseas. Over the years the management has made effort to position the company as a 'fashion provider'. In 2008, the content and positioning of one of the most critical segments in fashion retail 'women's wear' has seen a marked improvement. "We have significantly improved the levels of newness introduced throughout the year and been more aggressive in backing new trends. We have been taking more fashion risks and significant positions in new looks without firm evidence that they will materialize into sales. Whilst this may seem counter-intuitive, the way for a fashion business to be successful is by taking fashion risks," says John Barton, Chairman, NEXT, referring to the success found in this segment last year.

As anticipated, the year up to January 2009 was a challenging year for NEXT. Revenue fell by 1.7% to £ 3,272 million. The current economic climate in the UK is unstable and this brings short-term volatility in sales, which in turn, makes forecasting difficult. In addition, the weakness of Sterling against the US Dollar and the Euro, main purchasing currencies, has brought further challenges to buying teams.

"Our strategy remains to concentrate on the design, quality and value of our product together with



The brand showed aggression for new trends, often risking if its sales will ever get matured. NEXT plans to concentrate on design, quality and product value with excellent customer service

excellent customer service and delivery. "We believe this will serve us well through the current recessionary period and leave us well placed when the recovery begins," avers Barton.

"2009 presents challenge yet despite these challenges we still plan to deliver healthy net margins of more than 10%, generate over £ 100 million net cash and achieve profits in line with current market consensus," concludes Barton.

Carrefour: Expansion and Core Value Products Keep it Ahead

As Carrefour delivered solid sales growth in 2008 to the tune of € 97.6 billion, a growth of +6.3% at constant exchange rates, Lars Olofsson, who took over as Carrefour's Chief Executive Officer on 1st January 2009 declared, "In 2008, despite a very tough environment that weighed on Activity Contribution, Carrefour posted a solid increase in its sales, especially in its growth markets. Carrefour can and should further improve its performance. I am fully confident that our resources and financial strength will allow us to rise to the challenges ahead.

Our geographical footprint, our multiple store formats; the richness and strength of the Carrefour brand and the commitment of our teams represent key assets that we will reinforce for the benefit of all our customers. Anticipation, speed and excellence in the execution of our strategic



Anticipation, speed and excellence in the execution are the strategic choices which enhance Carrefour's performance. Lars Olofsson, the new CEO is confident that with resources and financial strength they will rise to the challenges ahead.

choices will be crucial in enhancing Carrefour's performance."

Although this year saw supermarket, supermarket, convenience store, hard discount store, and cash and carry giant Carrefour Group facing deteriorating global consumption trends, particularly in Europe, the brand's aggressive promotional policy helped the group stabilize its market share in France and improved its position in Spain. Critical factors that also helped drive performance up 44% include its decision to re-brand its Champion & Shoppi brands name stores under the Carrefour banner, as well as its expansion into emerging markets like

India and Russia. The arrival of Lars Olofsson, an experienced leader and specialist of the fast moving consumer industry, accelerates Carrefour's strategic focus to adopt different formats to new trends on the market.



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H&M – Expansion of Stores, Markets and Products the Way Forward



Reflecting on the past year Rolf Eriksen, CEO of H&M says, “2008 was an intense and exciting year for H&M in a challenging economic climate. Our customers purchased fashion and quality at the best price for more than SEK 100 billion in stores from San Francisco in the West to Tokyo in the East, as well as through internet and catalogue sales.”

At H&M core values are protected in all parts of its organization regardless of country or cultural differences. H&M has developed a new sustainability strategy and plans to grow by 10-15%.

With a business concept that reads – fashion and quality at the best price – H&M is today a company with over 1,700 stores in 33 countries.

This year the company plans to open 225 new stores and recruit 6,000 to 7,000 new employees. The expansion goal for H&M is to grow by 10-15% in new stores annually – a strategy that involves constant expansion into new markets.

In 2008, H&M acquired the Swedish fashion company FaBric Scandinavien which includes the store chains Weekday and Monki as well as the Cheap Monday brand. In 2007, H&M opened COS – Collection of Style – and in 2009, H&M Home will offer fashion for the home via internet and catalogue sales. H&M is always trying to surprise its customers. Over the past few years there have been several designer collaborations, starting in 2004 with Karl Lagerfeld, Comme des Garçons this past autumn and this spring it is Matthew Williamson's turn.

Inditex Blazing Ahead on Fast Fashion

A trail blazer that has changed the way consumers perceive fashion, Inditex ended 2008 with 4,264 stores, 573 more than in 2007. Of its total retail surface area, 85% was outside of Spain. The company debuted in new markets with the opening of its first stores in Ukraine, South Korea, Montenegro, Honduras and Egypt. International sales accounted for 66% of total sales, compared with 62.5% in 2007. Spurred on by its successful business model, Inditex's 2008 net sales reached 10,407 million euros, a 10% rise in its full-year sales.

In FY 2009, another challenging year for the sector, Inditex expects to continue outperforming the industry, while the profitable expansion of the business remains a key priority. The Group expects to add 230,000 sq. mtr. of retail surface area, approximately 95% of it in international markets.

Among its brands Zara is the fastest growing. It has opened 186 new stores during the fiscal year and diversified by moving into home furnishing and a “Zara for Mum” line. Additionally, its Meco logistics platform in Madrid, introduced in 2006, lets Zara introduce new items every week. Zara has stuck to a strategy that has proved to work: strategically located stores, layouts that take advantage of each store's unique visual and

Inditex expects to add 230,000 sq. mtr. of retail surface area, approx. 95% of it in international markets, rolling out its expansion plans



functional space, and a brand message “Buy it now or regret it later” that builds on its ability to translate trends into merchandise, from drawing board to shelf in just two weeks. Improved efficiency, logistics, and cost-consciousness, as well as entrance in the Russian and Asia markets, resulted in a 9% increase in brand growth. Its globally diverse position and low cost products place it in a better position than most of its European retail competitors.

C&A: Consolidation of Buying Operations for Better Control over Operations

Europe's house of clothing, C&A's has 11 exclusive brands in 18 European and 3 Latin American countries, C&A has been stretching its values of family life into new markets, including China. In 2008, the brand launched AVANTI, a low-cost clothing brand, and updated the look and feel of its stores in Germany. It also added a 3D body scanner service to customize clothing, and launched a new eco, energy-saving collection, using renewable materials.

Privately owned C&A aims to raise the number of stores to 1,450 by year-end and to 1,600 by 2011. C&A's revenue in its fiscal year 2008-09 (end-February) rose



‘Attractively functional and fashionable collections at best prices in the market’ is C&A philosophy. It is increasing its direct purchases to further enhance product safety for its customers

3% to 6.3 billion euros (\$ 8.1 billion) at its 1,337 stores in 18 European countries. The corporate philosophy was and continues to be –attractively functional and fashionable collections at best prices in the market.

C&A has 13 buying offices in 9 countries that operate under the name “Mondial” and belong to the C&A Group. Since 2003, C&A has greatly increased the share of direct purchases to allow it to control working conditions better and to further enhance product safety for its customers. Whereas it still accounted for 45% of purchases in 2003, around 60% of goods were

procured directly in 2007. And the company aims to further increase the share of direct purchases to 80% by 2010. In parallel with this move, the number of suppliers is also falling. Whereas C&A was still buying in from 1,176 suppliers in 2003, this figure was down to 895 in 2007. By 2009, it is to be reduced even further to around 800. In the same period, the number of production sites is to be reduced from presently 2,600 to around 2,000. The production volume in the remaining plants will be increased accordingly. Currently, India accounts for 11.12% of total sourcing.

TESCO – Non Food Business, A Growth Engine



TESCO's large general merchandise business has been resilient despite the challenges posed by weakening demand as consumers cut back on discretionary spending. Price reductions, stronger promotions – particularly of smaller ticket items and a focus on particular categories such as electronics – plus an excellent performance from Tesco Direct, have supported good market share growth. The profitability of our non-food business has also been pleasing.

UK non-food sales rose by 5% in the year, compared with 9% in 2007-08, with total non-food sales increasing to £ 8.7 bn (included in reported UK sales). Second half like-for-like was encouraging, showing a small improvement versus Quarter 2, with a stable performance in Quarter 4 compared with Quarter 3. We saw growth in some hardliners categories – particularly in electrical goods, games and entertainment – and also in pharmacy. Home related categories, reflecting the slowdown in the housing market, were more challenging – particularly furniture, DIY and cookware. Clothing sales reduced by 2% in the year, but outperformed the market – with good growth in men's wear and an improving trend in children's wear; with a stronger second half performance.

Tesco Direct, which is managed within *Tesco.com*, is designed to extend the reach of our non-food offer by making it more available to customers via the internet and catalogues and is now established and thriving. It has delivered excellent sales growth and

During this recession time, Tesco responded by lowering prices, introducing more affordable products and offering even sharper promotions. The company plans to add clothing offer on-line later this year

reduced losses as planned. We issued 11.5 mn catalogues last year and now have 12,500 products available on-line. The popularity of our in-store Direct desks, which are now in 231 stores, continues to increase as more customers order and collect items from their local TESCO. We plan to add clothing to our on-line offer later this year.

Group non-food sales rose 6% to £ 12.5 billion, including £ 3.8 billion in international. "At a time when customers everywhere are feeling the economic strain, we are responding to their changing needs in all our markets by lowering prices, introducing more affordable products and offering even sharper promotions. These actions, combined with our core strengths – in selling food and everyday essentials, owning our own property and having a broad business base – are helping us to cope well with the effects of the downturn," said Terry Leahy, Chief Executive, Tesco. Group sales, including VAT, increased by 15.1% to £ 59.4 bn (from last year £ 51.6 bn).

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WorldSnips

► Banana Republic Gets New Merchandising Head

GAP Inc. veteran Julie Rosen has been designated as Senior Vice-President of merchandising for its Banana Republic brand. Rosen, who left GAP in 2006, spent 15 years at the San Francisco-based apparel retailer in a variety of merchandising roles, including head of merchandising for the GAP brand.

At Banana Republic, the company's more upscale chain that emphasizes affordable luxury, Rosen will lead all product merchandising for men, women and accessories and manage licensing relationships with vendors. To better position the chain in the economic downturn, Banana Republic has been trying to adjust its product mix to include more casual, rather than work, fashions.

► Corporate Restructuring at Adidas

In an effort to speed up revenue growth and cut costs, Adidas will implement a series of organizational changes that include the elimination of regional office level management. The company will also no longer operate regional headquarters' in Europe and Asia. Further, Adidas aims to create a Global Retail segment to manage a growing number of Adidas-branded stores. The group will be under the leadership of a new Chief Retail Officer. The group will study underperforming retail locations in coming months.

The company's wholesale business, where it distributes products to retail partners, will be consolidated under a Chief Sales Officer.

The company believes the changes will lead to annual cost savings of around 100 million euro (\$ 133 million). "Our group has seen fantastic growth over the last eight years. Now, we have to look forward and prepare our company to achieve the next level of success for mid- and long-term," CEO Herbert Hainer said in a news release. "Our new set-up takes into consideration recent, current and future market developments and focuses our organization more squarely on our most valued stakeholder: the consumer."

► New CEO at Mexx

Thomas Johannes Grote, former President of ESPRIT, has been named CEO Worldwide of Mexx and report to William L. McComb, Chief Executive Officer, Liz Claiborne Inc.

Thomas played a pivotal role in the nearly 15 year growth of the ESPRIT brand around the globe, building a powerhouse throughout Europe – the most important market for Mexx.

FASHION vs BASICS within the Apparel Industry

What is fashion? What are basics? Depending where you live, this question will have many definitions, many opinions and many disagreements.

Exciting, refreshing, different, original, are just some of the adjectives one can use to describe FASHION.

Utility wear, climate specific, service-orientated, long lasting, non-changing are just some of the adjectives one can use to describe BASICS.

The applicable words aforesaid can be used for both FASHION and BASICS, and they would all be appropriate, depending on where you live and what your lifestyle is.

Example: A sherpa-lined jacket (climatic specific), with a new developed outer shell of bright colours, with rhinestones, could also be fashion (different and exciting).

Now in this global market with computer and camera photos, TV and film industries, FASHION that back in the early 1900's would take 5 plus years to go from the elite few down to the masses is capable of travelling and being instantaneously seen by all from the classes to the masses.

Words like Merchandizing, Trendsetting, Revitalizing the old and combining with the new are all now FASHION/BASIC concepts globally available to the Textile/Apparel Industries that aid and assist development in the industry.

Economics is the KEY that will control, as to what will be considered a fashion item versus a basic item. While the focused levels of how the Textile and Apparel is merchandized to reach the consumer will dictate the choice of the consumer.

The levels of merchandising ideas trying to satisfy the consumer are "mind boggling", especially in a free society and open marketplace.

Example: Just look at the US automobile industry and marketplace, which is giving so many choices of models to the consumer that the focus of economics and the cost of operating the vehicle has not taken into consideration the consumers capacity to operate, which in turn has contributed to the bankruptcies now taking place.



Bruce S. Berton
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& COO,
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Therefore basics can be fashion, and vice-versa!

One of the biggest "FASHION" items in millions of dozens coming on strongly in the USA is solid and sublimation printed women's knit leggings, with one size that fits all.

The so-called "NEW FASHION" leggings, 300 years ago were nothing more than Knit Tights, but today with the newly developed spandex and cotton seamless fabrics and the knitting process they are a fashion item for all levels of retail and all age group of women.

Another example is a basic commodity T-shirt of many different weights and gauges that cost from \$ 0.90c to \$ 3.00, but by putting a specific graphics, by screen printing, heat transfer, rhinestones, selected enhanced washings, and adding famous licensed name that may cost the manufacturer here in the USA in total an additional \$ 3.00 or a total of \$ 6.00 and wholesales it to selected retailers for \$ 18.00 to \$ 28.00 and the retailer sells it to the consumer from \$ 42.00 to \$ 65.00, this is not that unusual as there are T-shirts with even more enhancements selling for \$ 100.00 (T-shirts with only a designer name screen printed on for more than \$ 100.00 of 100% cotton, costing \$ 2.50 complete).

It may be called Fashion; I call it Perceived Value or the "Fairy Tale, of the Emperor who wore no clothes".

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'Sustainability' has Sustained Business for Mass Retailers like Tesco, M&S and Walmart

Eco-friendly, sustainable and ethical – words that have become part of the permanent lexicon of manufacturers and retailers in recent years.... Indeed 'sustainability' is the catchword for the corporate world today.... Every industry, from the hi-tech IT sector to the labour intensive garment sector, is changing over to practices that qualify the industry as a 'sustainable' one. Though not all concepts are clear and many 'grey' areas still exist, the intention to transform the business module to a 'green one' is without doubt and people do really believe that there is a growing correlation between balancing and sustaining business while also improving the environment. *Apparel Online* takes a look at why leading retailers have chosen the sustainable path...



The West is going earthy and green

Recent research by American Express, Davos, Deloitte, Maritz Research and Price Waterhouse Coopers indicates that the concept of sustainability has in fact penetrated deep into the thought process of both consumers and corporate world alike –

- 87% of Fortune 1000 CEOs believe sustainability is important to a company's profits.
- 73% of CEOs believe sustainability results in cost savings.
- 90% of the US population says it is important for companies to be mindful of their impact on the environment and society.
- 46% of consumers say they would shop at a retailer more if it was environmentally-friendly.
- 47% of consumers say they would pay more for environmentally-friendly services, products, or brands.

How can any business structure ignore such compelling facts?

Most climate scientists agree that between now and the year 2050, greenhouse gas emissions, commonly referred to as carbon emissions, must be reduced by 80% (year on year by almost 4%

from 2010) if we are to avoid serious adverse effects of climate change. The seriousness can be gauged from the fact that the UK Parliament passed a Climate Change Act in November 2008, making this a legally binding target.

While the concern is real, efforts are yet to take concrete shape though initiatives have been put in place by most. In general, the best way to reduce greenhouse gas emissions is to follow these three steps:

- Reduce energy consumption – this may cost nothing to do and generally saves money.
- Use energy more efficiently – this may cost money initially but makes a bigger impact on climate change.
- Use or generate energy from renewable sources – this can be expensive but it will make the biggest impact in the long run.

Many non believers think that going green is against the interest of traditional business but many hardcore businesses have proved otherwise. Among them mass retailers like M&S, Walmart and Tesco are already in the limelight for projecting a green image while other retailers are fast catching on. At a recent Global Forum, **Sir Terry Leahy**,

Chief Executive of Tesco said, "All too often, politicians and businessmen have said to me: You're a businessman, so surely you're opposed to the green agenda?" They envisage: "You cannot make a profit and go green." They think: "A consumer society cannot be a green society". And they believe that developing economies cannot afford to go green. From my perspective, this is all muddled thinking. I fundamentally disagree, and say that if we want a long-term growth, we must go green."

When Walmart first embraced green initiatives, its fortunes were sagging. After blanketing the country with its giant, all-in-one stores, it began cannibalizing its own sales. Older stores looked tattered and tired, and Walmart's flirtation with higher-end merchandise, like skinny jeans with fur trim, alienated low-income shoppers who preferred unadorned basics.

By renovating thousands of its stores, ratcheting down the pace of its breakneck expansion and all but abandoning its upscale ambitions, it turned around its lagging sales. But its deft financial reworking still didn't burnish its reputation, which had become a business problem, too.

A confidential 2004 report, prepared by McKinsey & Company for Walmart, found that 2% to 8% of Walmart consumers surveyed had ceased shopping at the chain because of "negative press they have heard." Walmart executives and Wall Street analysts began referring to the problem as "headline risk".

So the company, known for bitterly rebutting critics or simply ignoring them, began working closely with activists to improve its labour, health care and environmental records. It is hard to measure the financial return of a good image. But no one at Walmart talks about headline risk anymore because the headlines have become largely positive. Profits climbed to \$ 12.7 billion in the 2008 fiscal year, from \$ 11.2 billion in the 2006 fiscal year, while sales jumped to \$ 375 billion, from \$ 312.4 billion, during the same period. The percentage of employees on Walmart's health insurance plan rose to 50.2%, from 44%.

While working on the bottom lines the satisfaction of knowing that the organization is working for the future generation is another high.... Because according to experts for every £ 1 we spend now on tackling climate change, we are saving our children anywhere between £ 5 and £ 20 at today's value. Failure to act means risking economic and social disruption on the scale of the great wars and economic depression of the last century.

Retailers have stressed time and again that consumers account directly and indirectly for 60% of carbon emissions and to involve them in initiatives is like winning over loyalties – Lifetime customer loyalty.

A good example is Tesco, a global company; each week where over 30 million people shop in stores around the world. About 4,00,000 people are employed to serve them. Then there are the countless people who work in firms and businesses, supplying to the stores. Imagine if all those people acted to cut carbon emissions in all they did. This would be true collective action. The supply chain, and gradually the economy as a whole, would begin to turn green. Realizing the magnitude of its responsibility Tesco aims to halve emissions from group stores and distribution centres by 2020. To halve the carbon emissions from all new stores built between now and 2020 and to halve, by 2012, the amount of CO₂ used in the distribution network to deliver a case of goods.

"But a green Tesco is only one-third of our ambition. Just as important is greening the supply chain everywhere. In some ways, this is easier to achieve in the developing world. Old practices do not have to be changed. Instead, we can simply apply what we have learned elsewhere," says Sir Terry Leahy. He further adds, "Meanwhile, we're developing a label that will tell customers the size of a product's carbon footprint. Armed with that information, they can begin to choose products with smaller footprints. This information revolution is beginning to gather pace worldwide."

Celebrating two successful years of Plan 'A', the 100 point 'eco-plan' of retailer M&S launched in January 2007 that sets-out M&S 'eco-targets' for the next five years, including aiming to be carbon neutral and send no waste to landfill, the company reasserted its

According to experts for every £ 1 we spend now on tackling climate change, we are saving our children anywhere between £ 5 and £ 20 at today's value.

commitment to sustainability. "We know times are tough and that some businesses are wondering if they can still afford to focus on the environment and ethical issues. From a business perspective we can't afford not to, while climate change won't wait for the economy. Plan 'A' was developed to address important environmental and social issues but in many areas of our business it's actually driving efficiency savings. We have helped our suppliers launch three 'eco-factories' which have reduced carbon, water and energy usage and increased efficiency. We are helping to roll the learning from these sites out to our entire supply base," said **Sir Stuart Rose, Chairman of Marks & Spencer** conclusively ending any debate on the fruitfulness of 'sustainability'.



Tesco has carbon information tags at shelves in UK



Walmart is very committed to organic in its product range



Plan A from M&S has been at the forefront of sustainability for the retailer in the last two years

Price of Organic Cotton Needs to Decrease for Bigger Market Share"

– Anil Puri, German-based Buyer and Pioneer of the Organic Cotton Movement in India

Though organic cotton was being grown in India as early as 1992-93 under the guidance of some Swiss NGOs, it was only in 2000 that the concept moved into mainstream commercial production. This was the year that Shreyaskar Choudhary, the dynamic MD of Pratibha Syntex met **Anil Puri, Owner of Sana Organics, In Germany**, the country that has championed the cause of organic to the world. *Team AO* met Puri recently for an exclusive update on the Indian scenario in organic cotton

Many in India consider Puri as the pioneer of the organic movement in India. Convinced that the future lay with 'organic', Puri persuaded Choudhary to invest in organic farms; and 8 years down the line, India is the largest producer of organic cotton with more than 100 tonnes per season capacity and supplies having outstripped demand!

Though Puri is not completely satisfied with the way the organic movement has grown in the country and the commercialization of what was initially a 'socio-ecological' cause he is happy that India is among the leaders in the world, outstripping even Turkey. His company buys organic cotton products for many big German and Scandinavian brands and he is responsible for sourcing of more than Euro 40 million worth of organic products from the country for well known brands like Memo, Kanz, Lana, DM-Drogerie Markt (known as the Target of Germany) to name a few besides working with mid-level but lesser known brands that give both value and price for organic products.

"The first 2 years were really bad, convincing the farmers to changeover to a new way of farming. And It was only in 2003 that the first real

business came in and now Pratibha has got 80 to 90% of its production in organic," says a jubilant Puri. The real challenge of working in organic cotton is not in the production process which is similar to any other garment, but it is in the farming and maintaining of records that is a real challenge, feels Puri. "There are different norms which you cannot do in organic but can do in normal business. The process is just the same, the machines are also the same. Only the cleaning process is different by not using solvents," he says.

Now the farming too is no longer considered such a problem as farmers have seen the advantages and are ready to become a part of the cluster/cooperative system of farming as the price paid for organic cotton growers is 10% higher than for traditional cotton bales. This enthusiasm, to be a part of the organic movement, has led to an excess and at the garment production stage in the supply chain there is a surplus.

Does this mean that the manufacturers have yet to capitalize on the 'value' of organic cotton as a brand.... Puri, does not think so. In fact he views the situation differently," the problem is that the supply chain in organic cotton is very sensitive and everyone cannot be trusted. It is a question of having belief in



Anil Puri, Owner of Sana Organics, Germany

people you are working with. Otherwise it's not that easy. Tomorrow as a buyer you may pick up a garment of normal cotton in faith that it is organic and later on a big scandal may happen, the big companies are very scared, so they would like to work only with the people whom they are really sure that they are keeping the norms of organic supply chain in place."

This is also one of the reasons why most of the exporters are associated with the farms directly and also why so many certification agencies are cropping up to verify claims of authenticity in organic cotton, though it is very difficult to guarantee 100% organic in garment form. Puri is very critical of the certification processes. "We just tell them that this is the way we send

the shipment, this is from where we bought the cotton, this is the way we did spinning and they give a certificate saying okay. Nobody has come to ever check. The only initiative they take is that they come in the beginning and tell us to follow the norms and they check the regular way of buying, like from which company we have bought the chemicals from? What dye we use? etc. They keep a superfluous track of the whole thing. It's just that you have to enforce the regulations yourself," he says.

On a practical basis even a small error could violate the nature of the garment. For e.g., if there is a spot on the garment, a cleaner will quietly use a chemical to remove it, what is needed is self-discipline. The certification



Babeswear made from organic cotton being sourced by Puri's company

companies are there to just check the basics. But, this in no way takes away anything from the movement and if the whole moment is correctly done everyone in the supply chain gains from the concept.

The 'real' benefits' are many, starting from the farmer level, who besides not using any chemicals which are harmful, will also see the expenses go down to nearly 90%, as producing cotton without chemicals there are hardly any expenses. It's just that in the beginning the yield was really less but in the end you don't have any expenses. The benefit goes right up to the ecology which is a macro issue and of concern to all.

Among the major hindrances in the growth of the organic cotton market is the 'Price' of the final product. "It's a big struggle between the buyers and the suppliers," argues Puri, "Since after some time organic cotton should in fact be at par if not cheaper than traditional cotton, buyers are not happy paying a premium, more so because for all their enthusiasm consumers are not willing to pay extra for 'organic' products."

Why should the prices be so high, questions Puri when the 10% bonus given to the farmers can easily be absorbed into the process, but instead it gets multiplied with manufacturers demanding 'premium' and eventually translated into high ticket prices by the time it reaches the market? If organic cotton is about the ecology and better clothing then everyone in the chain needs to pool in. "One of the big chains of Germany doing baby clothes says that they would rather cut profits but still sell organic cotton at the same price like normal cotton offerings so that people have a choice to buy organic," shares Puri.

Having been instrumental in motivating a number of exporters to set up organic cotton lines, Puri believes that a real opportunity for the exporters exists in the segment even though the market is going through a rough patch because of price issues. "This is good for the world, it is good for the farmers and it should be promoted as a sustainable initiative and not just for profit making," he concludes.

Sustainability – Retail Developments

▲ PUMA becomes 1st Member of GRI in Supply Chain "The Network"

PUMA has become the first member of The Global Reporting Initiative (GRI) for Transparency in the Supply Chain ("The Network")

The central purpose of The Network is for large companies to provide support to their Small and Medium Enterprise (SME) suppliers in measuring and reporting on their economic, environmental and social performance – known as sustainability reporting.

Through PUMA's membership of The Network, its suppliers will benefit from capacity building through GRI-certified training to prepare a GRI sustainability report. PUMA has nominated five suppliers to receive training on the transparent measurement and reporting on their sustainability performance using the GRI G3 Guidelines – the world's most widely-used framework for sustainability reporting.

The Global Action Network for Transparency in the Supply Chain is based upon the success of a recent project in which GRI partnered with the German Development Agency (GTZ) and the German Federal Ministry for Economic Cooperation and Development (BMZ). The project brought four multinational companies – including PUMA – together with 12 of their suppliers across five countries to teach the suppliers to understand, monitor and report on their sustainability impacts.

▲ H&M is Going 'Green'

H&M's long-term commitment to organic cotton continues. So does the development of new "green" materials such as recycled cotton, wool and polyester. In 2009, the goal is to increase use of organic cotton by 50% compared with the target figures for 2008. "Our organic cotton collection is also high fashion, as customers are becoming increasingly aware of both fashion and the environment," says H&M creative advisor

Margareta van den Bosch. "We are proud to offer clothes made from organic cotton in almost every H&M department."

H&M has, since spring 2008, also been using recycled materials, including polyester produced from recycled PET plastic bottles, textile scraps, and wool from worn-out clothing. Also new since last spring is cotton made from fabric scraps that are then reused in production. These items can be found in the various departments of H&M's stores and are marked with special hangtags.

▲ M&S and Oxfam Announce 1st Year Results of the Clothes Exchange

The Clothes Exchange – which has seen M&S, the UK's biggest clothing retailer team, up with the biggest charity shop network Oxfam – is the first initiative on the high street to reward shoppers for recycling clothing.

On its first anniversary Oxfam and Marks & Spencer have revealed that their unique partnership has raised over £1.8 million for charity in its first year – and saved nearly three million garments from going to landfill with over half a million shoppers now recycling their clothes and benefiting from a credit crunch busting £ 2.5 million savings on M&S clothing, home and beauty products.

The initiative allows consumers to keep supporting charity even while times are tight. Consumers bringing back M&S clothing to Oxfam shops through the exchange receive a £ 5 M&S voucher redeemable against a £ 35 spent on clothing, home or beauty products at M&S.

"The reason it has succeeded so well is that British consumers love it – you can save money; reduce, reuse and recycle; get rid of clothes you don't wear; de-clutter your home and do something for charity. It's the recession-proof way to an ethical 2009," said David McCullough, Oxfam's Director of Trading.

Sharing Responsibility and Cost Across Supply Chain Driver for Growth in Organic Cotton Products

At the forefront of the 'sustainability' drive is the concept of 'organic' which starting from food has percolated into garments with 'organic cotton' being more a social statement than an actual concern, according to many critics. "A very small percentage of people in the world are really concerned enough about the environment to pay a price," says a straight forward **Yves-Robert Lamusse, MD, Tex International, Mauritius**. Though Yves is a regular buyer of organic from India having sourced 50,000 pieces of organic products from the country in 2008, he feels that the movement is yet too small to truly impact the supply chain in any decisive way.

However, seeing the enthusiasm of major retailers, the organic concept does not seem to lack the punch. Only recently H&M has announced plans to increase its organic cotton products stable by 50% this year, given consumers' desire to buy sustainable products. Says **Harsha Vardhan, H&M's Global Environment Coordinator**, "Given that most factories have stopped expanding in the current climate, the credit crunch is actually the best time for factories to embark on cleaner production programmes." She further says, "The price gap between organic and ordinary cotton has narrowed sharply from a previous 100% to 20-30% due to higher production volume and the growing number of suppliers, making this a much more affordable alternative."

Indian suppliers associated with the movement are equally upbeat. "We are the first company in the south to get a GOTS certification way back in 1995 and since then the number has increased manifolds," says **Cyril Kurien, GM, Assissi Garments**. The company is producing 10,000 organic garments per day with special emphasis on baby wear and underwear and is looking to increase capacities in the near future. In India, there are 397 GOTS-certified companies of which 197 were certified in FY 2008-09 alone. Tirupur is a major hub for organic cotton manufacturing, but now even companies in the north like

Orient Craft have taken to the concept anticipating growth.

However, it must be understood that working in organic cotton does have certain limitations, mostly in fashion. "While there is a dedicated market in organic cotton, it is not the fashion segment where turnaround times are fast because planning for an organic programme cannot be less than 90-120 days. Similarly colours are limited and finishes cannot be done on organic cotton products since the garments lose their organic nature," says **Sameer Bhand, AGM, Pratibha**. To give organic fresh lease of life Organic Exchange is certifying for blends as 'OE' and in India 301 companies have been OE-certified already.

Though a majority of organic cotton is being converted into knitted fabric, woven is not a difficult proposition and it is more a mindset than an actual difficulty. The genuine difficulty that is coming in organic is the cost factor. While there is no real cost in growing the cotton or even manufacturing the garment, companies that are taking responsibility to grow the cotton are incurring around 15% extra cost on administrative charges to maintain records so the expenses go up. Also since fair trade is linked with organic, the price of the end-product is sometimes too high (may be even as high as 40% more than conventional cotton) for the buyer to source even if they are interested as is the case with Mothercare.



“Everyone wants to be associated with the cause not the cost.”

Yves-Robert Lamusse

"Everyone wants to be associated with the cause not the cost," says Yves, adding, "The biggest Hypocrites in the system are the big retailers who split the responsibility but not the cost." So what is happening is that the manufacturers are bearing the cost of a concept that was intended to be both a social and environment issue for the future of the Earth. "The first remedial is to accept that if there is collective responsibility and there must be a sharing of the cost and even the customer

(consumer) driving, the movement must be willing to pay up for the effort that goes into the supply chain to ensure that a product is 100% organic-free from all harmful chemicals," says **Seethapathy, ED, Super Spinning Mills**.

The company is GOTS certified, SA 8000 and FLO (Fair Trade Labelling Organization) certified, involved in spinning and apparel manufacturing besides having organic farms. In fact the concept of shared responsibility, profit and cost is



Fair trade is becoming integral to the organic cotton movement

now seeping to the root levels. A motivating example is Zameen Organic a pioneering marketing company for Fair Trade, Organic and Pesticide Free Cotton in India.

The organization is the first ever farmer-owned marketing company where ethical brands can source organic fair trade cotton direct from the farmers themselves. Farmers own at least 51% of Zameen shares and at least two farmers will sit on the Board. The organization works directly with a capacity building NGO, AOFG which trains farmers in effective farming procedures and in management and organizational skills.

In addition to empowering farmers in themselves, Zameen works with 5,000 cotton farmers in two states in South India – Maharashtra and Andhra Pradesh – to build profitable supply and demand partnerships between the strengthened farmer groups and ethical brands to create long lasting trading relationships with buyers, offering complete transparency within the supply chain to outset middlemen and unnecessary cost. "Organic cotton is for the benefit of every one in the supply chain and cost/price should not hamper growth," concludes **Satish Chukkapalli, Director, Zameen Organics Pvt. Ltd.**

Sustainability – Retail Developments

▲ Global Retail Sales Continue Sharply Upwards

Global retail sales of organic cotton apparel and home textile products reached an estimated \$ 3.2 billion in 2008, according to the Organic Cotton Market Report 2007 – 2008, released by the non-profit organization Organic Exchange. This represents a 63% increase from the \$ 1.9 billion market in 2007. The top ten organic cotton-using brands and retailers globally were Walmart (USA), C&A (Belgium), Nike (USA), H&M (UK), Zara (Spain), Anvil (USA), Coop Switzerland, Pottery Barn (USA), Greensource (USA), and Hess Natur (Germany). Organic Exchange said that, despite the global retail outlook, most brands and retailers selling organic cotton products remained committed to their sustainability plans and upbeat about market growth, with plans to expand their product lines by 24% and 33% in 2009 and 2010, respectively. This would result in an estimated \$ 4 billion market in 2009 and a \$ 5.3 billion market in 2010.

"It is a sign of the times that despite ominous financial forecasts, brands and retailers are standing fast to their commitment to making their product lines more sustainable by ever increasing their use of organic cotton and other organic fibres such as wool, linen, and silk," said LaRhea Pepper, Organic Exchange's Senior Director. The amount of organic cotton grown worldwide in 2007-08 increased by 152%, according to OE's Organic Cotton.

According to Farm and Fiber Report 2008, organic cotton production increased to 1,45,872 metric tonnes (MT) (6,68,581 bales) grown on 1,61,000 hectares in 22 countries worldwide (from 57,932 MT produced in 2006-07). OE notes that, during 2008, certified organic cotton fibre supplies grew by 95% — significantly higher than the annual growth rates of 45% in 2006 and 53% in 2007.

"Farmers who planted on speculation or expanded without market partners may have shifted the market into a state of oversupply in 2009," says Pepper, who strongly discourages farmers from taking this kind of risk. "Brands may want to explore opportunities for expanding their organic programmes with their business partners," she continued, "As for the first time in many years, supplies of organic fibre, yarns, and fabrics are more available than in previous years."



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MAY 16-31, 2009 ApparelOnline 27

Commercialising Nanotechnology Applications in Textiles

IIT Collaborates with the Industry

- > Global market for nanotechnologies projected to grow at a CAGR of around 20%
- > Newer nanotechnology applications to be in market soon
- > The factors which are in the way of the growth of nanotechnology are –
 - Huge investment requirements
 - Lack of training and development

The global market for nanotechnologies is projected to grow at a CAGR of around 20% till 2013, says "Nanotechnology Market Forecast to 2013". The report also projects that market for nanotechnology incorporated in manufactured goods will worth US \$ 1.6 trillion. This growth will largely be driven by massive investments in nanotechnology R&D by both the Government and corporates across the world.

Nanotechnology is a buzzword and the impact which one can derive from it in textiles cannot be obtained from conventional methods as nano is permanent and effective. According to **Dr. Ashwini K. Agrawal**, Professor, Dept of Textile Technology, IIT, Delhi, the textile department at IIT has a research group called SMITA (Smart and Innovative Textile Materials), comprising of faculty and students working on developing novel, intelligent, smart and functional materials for textile applications since eight years.

Working very closely with the Indian industry to take some of these technologies to a viable commercial use, Dr. Agrawal informs *Apparel Online* that people very sweepingly refer nanotechnology as smart or intelligent technology, whereas

both have different functionalities. "Nanotechnology helps to improve products and production processes with better characteristics or new functionalities and when the additional functionality changes with change in use conditions, then textile is regarded as Active Smart or Intelligent Smart-Textile, which also uses nanotechnology," clarified Dr. Agrawal. Considering the future prospects of nanotechnology, companies across the world are investing heavily in this sector with the active support of the Government.

Companies like **Reliance Industries**, **Mahale Filters**, **SRF Ltd.**, **Aditya Birla Science and Technology Company Ltd. (ABSTCL)**, **Resil Chemicals Pvt. Ltd.** and **Pluss Polymers Pvt. Ltd. (PLUSS®)**, are gropingly working with IIT Delhi



Ongoing research in newer nano applications in textiles is heading towards commercialisation of varied applications on fabrics



PCM coated fabrics are very suitable for jackets and sportswear



Resil is looking at coating fabric with zinc-oxide which would avoid stain formation

in the field of nanotechnology and smart textiles for commercial exploitation and some of these technologies will be in the market in six months to a year's time.

Self-cleaning technology, based on nano-application is one such technology which would be commercialised in textiles in the near future. In this, whatever dirt comes on to the cloth gets degraded in the sunlight... no washing is required. The other interesting technology is nano-silver.

Since ages, silver has been identified to have antimicrobial but no one knew that it is in nano form. **Resil Chemicals**, doing a lot of polymers and speciality materials for textile industry is working closely with IIT in this area along with other nanotechnologies to utilize this property to an advantage. **Ganesh Srinivasan, Head – Collaborations & Technology, Resil Chemicals**, shares, "We are working on nano-silver which is antimicrobial or odour control agent which will improve the hygiene of the product. Basically if you look at sportswear and inner wear, there is a lot of microbial growth and foul odour is generated when worn."

As per Ganesh they have got good results with nano-silver

and the company would be commercialising this product in this year itself. "We already have access to a lot of these textile companies to whom we are selling our speciality materials and chemicals. We'll market nano-silver to brands, both domestic and international," declares Ganesh.

When asked if nano-silver would make the fabric prices high, Ganesh says 'no' as nano materials are required in very little quantities; the consumer would be paying just as much as he pays for other technology value additions.

Resil is also looking at coating the fabric with zinc-oxide nano particles which would give UV protection to help in arresting colour fading of the fabrics that are exposed to the sunlight continuously like curtains, tents, etc. The company is also working on water repellent fabrics which would avoid stain formation. "Current technologies on stain repellency are based on chlorocarbon; we are looking at nanotechnology to substitute chlorocarbon which would be much safer and better in terms of performance."

In order to develop smart or intelligent textile for novel applications, processes such as *electro spinning* (for finer

fibres used for protective clothing), *electro spraying* (for enhancing functionality), *plasma processing* (surface nature of the material can be changed but the look and feel of the fabric remains the same and it's permanent), *micro encapsulation* (in this micro-diameter balls which are not visible are mixed in fibre. It preserves the function, like for example if perfume is to remain permanent on a fabric this application helps to do so), etc. are becoming important in textile research.

Gurgaon-based Pluss Polymers an offshoot of Manas Research and Technology has been established to develop and market new technologies and products.

Samit Jain, Director of the company has entered into a collaboration with IIT Delhi and Government of India, for a jointly sponsored project to commercialize the technology for producing organic Phase Change Material (PCM) which can be microencapsulated and then coated on the fabrics. PCM has large amounts of heat stored in the form of latent heat which is absorbed or released when the materials change state from solid to liquid or vice versa.



Dr. Ashwini K. Agrawal, IIT, Delhi



Ganesh Srinivasan, Resil Chemicals



Samit Jain, Pluss Polymers



PCM coated fabrics are ideal for upholstery... vacuuming and washing would not be required



PCM coated fabrics would be very good for car seat covers

Smart textile may be classified as per the following categories depending upon their functionality and adaptation to the changing situation.

PASSIVE SMART:

Textile which provide additional feature in a passive mode, i.e. irrespective of the change in the environment. For example, a highly insulating coat would remain insulating to the same degree irrespective of the outside temperature. Wide range of capabilities, including anti-microbial, anti-odour, anti-static and bullet proof are the other examples.

ACTIVE SMART/INTELLIGENT:

Textile which adapt their functionality to changing environment automatically. This may deal actively with a life-threatening situation or to keep high comfort levels even in extreme environment changes.

TEXTILENEWS

► SRF Manali Unit All Set to Start

SRF Ltd.'s unit for manufacturing technical textile has come up with a cost of Rs. 18.86 crore. With this the company has enhanced grey fabric capacity by 4875 metre per annum. It has also modified poly debottlenecking and conventional spinning at a cost of Rs. 33.55 crore.

The company has fully integrated multi-locational facilities at Manali and Pantnagar for manufacturing of nylon 6 engineering plastics. With a brand name of TUFNYL and TUFBET the business caters to the needs of different sectors like automotive, electrical, telecom, engineering, electronics and textile sector.

SRF besides being a big player in technical textiles business globally, the company has diversified business in the domestic market in refrigerants, engineering plastics and industrial yarns.

► Nakoda Textile Forms Subsidiary Company in Korea

Silvassa-based Nakoda Textile Industries has formed a subsidiary company in Korea for the purpose of trading, manufacturing, import and export of chips and yarns.

Nakoda was incorporated as a private limited company in 1984 under the name of Nakoda Textile Industries Private Limited. Initially the company was engaged in trading of yarn for years since incorporation and established its own texturising plant at Silvassa in the Union Territory of Dadar & Nagar Haveli in 1986. It manufactures partially-oriented yarn, polyester texturised yarn and polyester filament yarn.

► International Conference on Technical Textiles

CII (Northern Region) is organizing an International Conference on Technical Textiles – 'The Sunrise Industry' on 29 May 2009 at CII (NR) Headquarters, Sector 31-A, Chandigarh.

► NITRA to Host Seminar on Protective Textiles

NITRA and IIT Delhi will be organizing a one day seminar on 22nd May 2009 at PHD House, New Delhi. The focus of the seminar will be on "Flame retardant home textiles & protective clothing".

The topics which will be covered are: Latest Developments in FR Products; Standards/Test Procedures/Norms for FR Textile Products; Legislations/Regulations/Mandatory Provisions Prevailing Across the World for such Products and their Usefulness in Indian Context; Domestic/International & Investment Opportunities.

The new product initiatives by Reliance are:

- > Polyester/Wool/Bamboo blended fabrics with inherent antimicrobial, anti-odour and UV protection properties.
- > Wool/Soya blended fabrics with having similar moisture absorption capabilities as cotton.
- > Durable moisture management in 100% polyester sports wear fabrics.
- > Fire-retardant and water proof tent fabric, providing additional safety from fire hazards.
- > Water and oil repellent fabrics made from eco-friendly recycled polyester.

Companies using nanotechnology in diverse applications

- > Arvind Mills is using nanotechnology for odour resistant, anti-microbial and wrinkle free fabrics.
- > Alok Industries is using nanotechnology in various applications like stain-guard, anti-bacteria finish, insect repellent, water repellent and flame retardant.
- > BSL is applying nanotechnology in its women's segment with products like vitamin-enriched fabrics which helps the wearer to take their vitamins C and E requirement from the nano-treated surface of the fabric.
- > Shri Lakshmi Cotsyn is using nanotechnology to produce smart textiles, for e.g. smart caps, vests and bed sheets equipped with nano-carbon sensors.

PCM coated fabrics can be used to produce jackets/clothing for use by civil, defence personnel in adverse climatic conditions. This fabric would also be suitable for sportswear, seat covers, window-blinds, upholstery, etc. "We expect pilot trials to happen in about six months from now and the commercial production in about a year's time," says Samit. The beauty of PCM is that anyone can apply PCM technology to their operation, to improve thermal management, cost and energy efficiencies.

The lack of penetration of nanotechnology in India is because of small market for the value-added products and high cost of patented technology held by a few big companies Clariant, BSE, Thompson Research who are providing nanotechnology globally. Presently the companies which

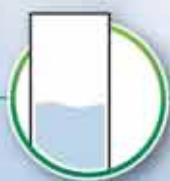
are buying the technology from abroad have to go through 'tri-party' agreement between the seller, buyer and the processor to protect the technology. At times the companies selling nanotechnology in order to protect their technology process/finish products themselves.

While concluding his opinion on nanotechnology's penetration, Dr. Agrawal says, "Nanotechnology so far is being applied just in technical textiles; both woven and non woven and its application is mainly in medical, industrial, automotive and building sectors. The real penetration of nanotechnology in textile will only take place when the garment brands both domestic and international demand for it; it has started with antimicrobial garments more applications would follow in coming times."



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Fibres and Yarns Exposition 2009

Natural Fibres and Special Finishes on Yarns the New Developments

Importance of natural and ecologically compatible fibres and yarns is a strong story with emphasis on bio-degradable yarns that help in maintaining the eco balance of the earth. The impact of such environment-friendly yarns cannot be underplayed in today's market situation when buyers are searching for such options. *Meher Castelino* reports from Mumbai on the new and varied products seen at the show...



Reliance stall was promoting Fresca fabrics for kids' wear



Umang Patodia, Director, GTN Textiles Ltd.



Rakesh R. Rastogi, GM, Yarn Marketing, Alok Industries

No doubt, manmade but natural biodegradable yarns have today become a part of everyday life and along with the various treatments it is now an accepted aspect of fashion to offer the buyer something much more than just a conventional fabric for their collection. R&D at textile mills is geared to service this growing demand.

Reliance industries is promoting Fresca fabrics for kids' wear which has permanent antibacterial and antifungal functions. Its other features include the killing of odour-causing micro organisms, preventing clothes from having an unpleasant smell, reduce staining and degradation of fabric by providing better UV protection, making clothes look fresh even after continuous wear and tear, controlling the spread of infection during the laundering of clothes, etc. Due to all these properties, the fabric

has become highly popular and ideal for school uniforms and even other uniforms worn frequently by factory employees.

Organic cotton is one of the most important yarn which is used all over the world, and Indian companies too have got into the groove by producing it.

Although it is a long process to produce organic cotton, companies and buyers have realized the importance of this yarn and its end result.

The GTN Group spins from the best raw cotton which is obtained from contamination free cotton like Supima and SJV, Australian Cotton and Egyptian Giza. "GTN is one of the largest Indian users of Giza and contamination free cottons like SJV and Australian cotton. Ecopure is our 100% organic cotton yarn which is a very popular yarn which protects the environment excluding the use of pesticides. We have also introduced Ecocare which is

blended organic cotton yarn as per customer's requirements. 25% of our products are sold in India and 75% in countries like Japan, Italy and Germany," informs **Umang Patodia**, Director, GTN Textiles Ltd. which is a part of the GTN Group with a turnover of Rs. 400 crore.

Alok Industries' value chain starts with spinning, texturising, weaving, knitting yarn and fabric, processing and moves finally to garment made-ups and retailing.

"Our range includes 100% cotton, modal and other blends for knits and wovens and all this is done at our spinning, weaving, knitting, POY and texturising plants at Silvassa," revealed **Rakesh R. Rastogi**, GM, Yarn Marketing, Alok Industries. 100% cotton is a natural fibre and is still the most in demand fibre in the high-end market. Alok is also working in organic cotton as the demand for natural along with

eco-friendly property is the 'buzz word' in cotton.

The product that is making great news is bamboo for yarns and its use is seen in all products including home linen as well as for fabrics that are used for designer garments. Bamboo fibre and fabrics are promoted by Chinese companies and there were two such companies which were very busy as visitors were interested in the qualities of the product.

Rachel Zhao, Asst. Manager, Softbamboo Department China Textile Resource Pudong Ltd., had a busy time at the expo as visitors were interested in softbamboo fibre developed by the company made from natural bamboo. "It is a perfect ecological textile material as it handles likes of cotton and has the shine of silk. The fibre takes dyeing easily and is fuzz resistant. The wonderful thing about it is that bamboo has natural antibacterial property

during its growth and this is maintained in softbamboo. Because it has very good hydroscopic property it is perfect for underwear, towels, carpets and covers," assures Rachel Zhao.

The other bamboo fibre Tenbro was from Shanghai Tenbro Bamboo Textile Company Ltd. which is ideal for woven and knitted cloth, garments, underwear, socks and scarves.

Tencel and Modal have been in India for over a decade first brought in by Courtaulds and then by Lenzing. Both these have been marketed extensively in India and have already found place among fashion fabrics. Now these are being used by

Industries Ltd. **C.B. Kataria**, Senior Vice-President Marketing, Spentex Industries Ltd. explained the various yarns that the company produced in India and overseas in Czech Republic and Uzbekistan. "Or specialty yarns are slub, carpet, and tyre cord, core spun flame retarded and sewing threads, while our cotton yarn comprises organic, mélange and Supima yarn; our synthetic blended yarns include bamboo with cotton or polyester linen with cotton, poly and viscose wool with cotton and modal with cotton Supima and polyester."

Linen is one of the most important natural fibres used

The product that is making great news is bamboo for yarns and its use is seen in all products including home linen as well as for fabrics that are used for designer garments

various yarn manufacturers for blends. Both Tencel and Modal were very much visible at the expo and were part of several companies' developments.

Creating fabrics that are ideal for trousers makes Sutlej Textiles, which moved from yarn to trousers, one of the most interesting companies which has a distinct specialty in the garment segment. "The fabrics we make are a mix of polyester, viscose, Lycra, wool, modal, linen, cotton blends for our trousers. The finishes we offer are Advance Teflon, Teflon Finish, Enzyme Wash, Wrinkle Free, Aroma Finish, Anti Microbial, Ice Touch, Temperature Control, Insect Repellent, UV Resistant and Mal Odour," revealed **Sandeep Arora**, Manager Export, Sutlej Textiles and Industries Ltd.

There are also companies that produce yarns not only in India but abroad like Spentex

for garments around the world. Among the interesting companies, AI Champdany had jute and Ramie diversified yarn as well as linen. "We produce linen yarn and fabrics and our annual turnover is 720 tonnes. "We produced 11% wet spun linen yarns which are produced from high quality raw materials from Belgium and France. In addition we also bleach, dye, soften or twist the yarn," revealed **P.K. Banerji**, Group President, AI Champdany.

Birla Cellulose produces a variety of natural yarns for the international market. A part of the Aditya Birla Group, Birla Cellulose offers three varieties, viz. viscose, modal and excel. Made from wood chips, which are converted into pulp and then fibre, they are 100% biodegradable.

The Liva Viscose is a 100% green viscose which is zinc free and ideal for knits and woven.



Rachel Zhao, Asst. Manager, Softbamboo Dept. China Textile Resource Pudong Ltd.



Sandeep Arora, Manager Export, Sutlej Textiles and Industries Ltd.



C.B. Kataria, Senior Vice-President Marketing, Spentex Industries Ltd.



Lokesh Mahajan, Asst Manager, Fashion and Retail Development, Birla Cellulose

The company has tied up with designer Anita Dongre who has created a line of knit formal dresses and gowns in beautiful drapes and colours.

The Birla Cellulose Modal is popular with brands like Allen Solly, Louis Philippe, Pantaloons, Shoppers Stop. "Its Bamberg fabric has 97% modal and 3% Lycra and we also have 100% modal satin. The fibre is 100% natural and 100% manmade from wood pulp," informed **Lokesh Mahajan**, Asst Manager, Fashion and Retail Development, Birla Cellulose. The third fibre is Birla Excel which is being used by Arvind for 7.5 oz denim. The garments will be in the market in six months with this fabric. This fibre is also used by high-end brands in Europe and Turkey and for shirting by Madura Garments, Pantaloons and designers like Ashish Soni.

When it comes to using sample metreage or small quantities mills often shy away but Birla Cellulose has the facility which will help designers and brands to experiment with fabrics and see the result.

"We have the facilities to provide 5 metres sampling material to designers in different blends and combinations and even a minimum quantity of 80 metres in different fabric blends which no other mill does," adds Lokesh.

The other product from Birla Cellulose is Purocel which is a non woven fibre and is in 14 shades. Its offering is natural, biodegradable; soft feel is highly absorbent, pure and hygienic, good insulation and good thermal stability and is completely heavy metal-free product. Its applications are for medical wipes, refresher, baby, household, multipurpose and face wipes, baby diapers, shirt interlining, shoes interlining bandage role, face mask and caps and oil filters.

IMB 2009: A Review

Expertise, Equipment and Technology Seen at IMB

The current economic crisis has not spared even the well established and renowned trade exhibition like the IMB – World of Textile Processing – held in Cologne, Germany from 20 to 24 April 2009. The fair focused on high-tech production machines, green technologies and sophisticated organizations. Deepak Mohindra, Editor-in-Chief, Apparel Online, reports from IMB, Germany.



Vikram Sona (L), Manager South Asia, E.H. Turel; Duerkopp Adler's Executive Marketing Manager, Dietrich Eickhoff (2nd from Left); Karin Brinkmann with Viraf Turel the India Agent



Michael Chen from Typical, China with his India Agent Viraf Turel, MD, E.H. Turel



Malkan's Indian representative Sanjeev Oberoi from WGM and Malkan's Export Manager Mutlu Alkan (right) with latest pressing machines

Quite a few traditional exhibitors were missed at this event: Gerber Technologies and Assyst-Bullmer, just to name two of the global CAD/CAM-suppliers were seen missing at the event. "We believe in apparel," said Daniel Harari, CEO of Lectra, Paris, France, adding "That's why we are at IMB." Like many others, Lectra also reduced the floor space occupied. On the other hand, a few new European exhibitors, mostly small- and medium-sized companies, showed up in all sectors. A total of 509 companies from 34 countries took part in IMB 2009. The exhibitor figures can be broken down as follows:

A total of 182 exhibitors and five additionally represented companies from Germany took part; 309 exhibitors and 13 additionally represented companies were on hand from other countries.

The IMB organizers counted about 20,000 visitors from 100 countries, more than 50% of them from outside Germany. "As expected, the number of visitors from abroad was down due to the worrisome economic conditions. The turnout of visitors from European countries (including Germany), however, remained stable and strong," they said. Most of the exhibitors came with low expectation to Cologne – and were pleasantly surprised by the contacts made. The high level of decision-making responsibility among the trade visitors was confirmed by the

Next dates:
IMB Forum (IT for apparel sector): 5 – 6 May 2010
IMB – World of Textile Processing: 8 – 11 May 2012

results of an independent visitor survey. The survey respondents said that about 80% of visitors are involved in purchasing and procurement decisions and 33% even play decisive roles in the decision-making process.

Observations of Exhibitors

Eva Jubitz, Marketing Director of Lectra Deutschland GmbH, confirmed that "IMB went very well for their company. They were quite surprised that the fair surpassed their expectations. Not only was the turnout of visitors very good, their decision-making power also was very impressive. They were mostly from India, Russia and Germany."

Dr. Andreas Seidl, CEO of Human Solutions GmbH, welcomed the fewer visitors at his company's stand, especially from North and South America, but he was nonetheless quite satisfied with IMB: "On each day of the trade fair we made about 30% more customer contacts than at IMB 2006. As far as we are concerned, the turnout of trade visitors and their decision-making credentials was a very welcome surprise."

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■ SUSTAINABILITY

Sustainability comes along with "green" processes; all suppliers emphasize ecological aspects of production – energy saving which could possibly cut down the garment production costs and allows a rather fast return of investment. Not only energy conservation in the garment production but also maximising energy conservation during making of the machines throughout its lifecycle and even the recycling of the component was the discussion point with the machine manufacturers. Small motors, less movable parts and blue sign manufacturing system to highlight the eco concerns of the industry were the focus. Re-cycling was also major focus of accessory manufacturers where one zipper manufacturer showcased biodegradable zippers.

■ SINGLE SOURCE APPLICATION

Another challenge is creating small series of designs – up to single pieces – and speeding up lead times through the whole production and sales process. A common approach is to simplify the information processes by single source information supported by the Internet. This is realized with the product lifecycle management concepts already presented in the past. Now suppliers other than the big players like Lectra follow this idea and offer adapted solutions for small scale companies. As examples, FastReact and Avery Dennison work with the same single source concept: All parties involved take the needed information from one and the same source.

■ SPEEDING UP LEAD TIMES

Speeding up lead times through the whole production and sales process with virtual prototyping will be very strong in coming years. With technology for fabric simulation in dynamic and static platform almost standardized more and more users will use virtual prototyping to cut product development time. Web-based solutions will enable people across globe to work concurrently on product development. Postponement of product differentiation will also become popular enabling consumers to participate in product development.

■ EASY TO HANDLE MACHINES WITH SOPHISTICATED SOFTWARE INSIDE

1. The software takes over the know-how; the worker or operator doesn't need so much time to get trained. A most impressive example is the Linking Machine from ERBE, which replaces the complex and time taking of linking mesh to mesh by a computer-steered mechanic.
2. Machines will have fewer parts (lesser chance of breakdown, easier to repair); interchangeable parts across platforms and models (like thread guide part of a chainstitch/lockstitch/overlock may be same) will ensure lesser inventory and make automated spare part supply management.
3. Machine will be self diagnostic – can identify location and cause of malfunction automatically.

■ ULTRASONIC WELDING

Threadless seams will be common, cost of joining plies will be cheaper than sewing as sewing thread will be completely done away with. Current limitation of ultrasonic welding is natural fibres. Synthetic fibres with natural characteristics (feel, comfort, moisture regain, etc.) will be developed as cotton fibre production may be non-sustainable/costly/non-green.

■ AUTOMATION

User driven development will be the norm where the user will dictate future developments. Flexible automation will be the norm, where one machine will be able to do multiple functions – be it seams, stitches or bed types.



Andrea Conterno (C), Sales Manager, Siliconi with Rajesh Bihani (R) and Rahul Chhikara (L) of Rajasthan Intl.



The Morgan team at IMB'09

"Although there were fewer visitors than at the 2006 event, the quality of the discussions and the contacts increased considerably," concluded Petra Grathwohl, Sales & Marketing Manager, Guetermann SE Industry.

Thomas Willing, Managing Director of Avery Dennison Central Europe GmbH, also was very impressed by IMB: "It was simply a super trade fair, a complete success. We welcomed many more trade visitors than in 2006. And they were top decision-makers."

Gunter Veit, Managing Director of Veit Group International was positive in saying, "We saw that the world's leading companies – including those from Asia – sent representatives to IMB. It showed that IMB still is very attractive. Despite the difficult

times, we don't regret that we held our course and organized a major presentation at IMB. The results prove that we made the right decision: Our customers, contacts and contracts were higher than what they were in 2006 IMB display."

The appeal of IMB was also the reason why Tobita Shigeru of JUKI Corporation in Japan, came to IMB. "IMB offers the largest platform on which we as a global player can present our new products," he said.

Hendrik Moelleken, Head of Central Marketing at Duerkopp-Adler AG, said: "We made the correct decision in organizing such a strong presentation of our company and new products in Cologne. When it comes to innovations, IMB still remains the leading global trade fair for us."

Ashapura Garments Expands into Exports with New Unit in Mundra SEZ; Invests € 1 mn in Technology

At a time when manufacturers are taking cautious steps forward, Ashapura Garments Limited (AGL), a leading denim wear manufacturer for the domestic market since the last 29 years, with major presence in the southern India, has decided to enter the export market. Known for its premium high-quality and fashionable jeans under the brand name of WINSTONE and FOSTER, the company has initiated a huge expansion plan at Mundra SEZ with an investment of 1 million Euros for latest machines seen at the recently concluded IMB '09.

AGL, an ISO 9002-certified company, has a reputation of adapting, implementing and using the most high-tech and modern technology, even before the export industry started using such equipments. "Even though we are domestic players, we were the very first company to use Duerkopp Adler pocket setting machines, model 804 in 1994 and thereafter all major automatic machines including single needle, eyelet, bar tack, pocket welting, etc. from Duerkopp Adler," says a proud **Bharat Vedant**, Chairman and CEO Ashapura Garments.

The expansion plan at Mundra SEZ will more than double the current capacity of the company to 30 lakh pieces per annum of 10,000 jeans, 5,000 casual trousers and 5,000 formal trousers. This is the first attempt for the company into the export market and with a unit in the Special Economic Zone (SEZ) which allows 70% of production for exports on a tax free basis, AGL will not only have the advantage of latest technology, but will also get an edge in sourcing of raw materials from across the world.

To meet the high productivity standards already set by the company, Bharat Vedant signed the order for all relevant sewing machines required to manufacture formal and casual trousers and some selected machines like pocket setter, eyelet, bar tech and pattern sewing machines valuing nearly



Duerkopp Adler's Executive Marketing Manager, Dietrich Eickhoff in conversation with Bharat Vedant, Chairman and CEO Ashapura Garments as Vikram Sona, Manager, South Asia, Duerkopp Adler looks on



W Ax, Dietrich Eickhoff, Bharat Vedant, Rajani Shetty, A Wadle, (Ex CEO, Duerkopp Adler) and Vikram Sona after sealing the deal for Euro 1 million worth of machinery at IMB '09

1 million Euros at the IMB '09 with Duerkopp Adler. Vikram Sona, Area Sales and Marketing Manager, South Asia for Duerkopp Adler is very excited with this project as this will be yet another show case and a milestone for the company.

Other important people from the company present were

Rajani Shetty, Vice-President, Ashapura. D. Eickhoff, Sales Director and W Ax, Sales Manager, Asia was also present from Adler side.

Emphasizing the importance of automation and the need to buy high-end machines Vedant said, "For me the quality of the end-product is very much important

as this will demonstrate the philosophy of the company and is very much required to retain the good customers and add more customers. I completely believe in adapting and implementing automations as it reduces the time factor and maintains the top most quality." An old admirer of Duerkopp Adler machines Vedant adds, "I found that in sewing machines nobody can compete Duerkopp Adler, especially its commitments for after-sales-service. This is one of the main reason to again choose Duerkopp Adler as our sewing machines supply partner."

Currently, the company is manufacturing 5,000 pieces of 'fancy' high-value denim wear using fabric either from Arvind or from imported sources. "If we buy denim from local mills then it is Rs. 165 per metre. But the same quality we can get from Taiwan for Rs. 69. So many a times we import but then if we require a particular finish or quality then we do not compromise," says Vedant.

The factory construction at Mundra is in full swing and the production is likely to commence from February 2010 for markets in both the US and Europe. "We are not competing with Bangladesh; they are making basic 5 pocket jeans, what we are looking at is the differential market, the market where we have already proved our mettle in the domestic arena," concludes Vedant.

Creating An Own Collection

Exporters/manufacturers getting into retail is no longer a novel concept. In the past few years many Indian exporters have tried their hands at the same, especially with exports becoming more competitive and less attractive as margins shrink and parameters of preferred suppliers increasing with each passing day. The maturing Indian retail market and the sheer size have added fuel to the fire.

Some of the popular and not so popular brands owned by exporters in the market today include TCNS (W), Aster Apparels (Ants), Celebrity Fashions (Indian Terrain), Anand International (Polka), Gokaldas Images (Enamor), Well-Knit Industries (Milou), Viraj Exports (Muah), BL International (Kazo), Raymond (Color Plus), Zodiac, Gokaldas Exports (Wearhouse), Ganga Exports (Gini & Jony) to name a few. Whereas some exporters have opted to work as licencees like Orient Craft (s.Oliver), Eastman Exports (Tommy Hilfiger Underwear), Prateek Apparels (Kanz), PS Apparels (Levis Straus), Indus Clothing (Walt Disney), The Shirt Company (Barbie). Not to be left out, a long list of Indian designers like Rohit Bal, Sabayasakshi Mukherjee, J.J. Valaya too have found success, but many others continue to struggle for a breakthrough.

Despite all the efforts, the success rate of each of these segments has remained marginal. Dreaming to launch an own brand and to commercializing it might be a good idea, but requires completely different mindset and new questions have to be answered. How large should a collection be? How many different fabrics, colours and styles should a collection have? How can you brief your designers? How to keep the balance between a large choice of styles and a reasonable production complexity? *Claudia Ollenhauer-Ries*, Special Correspondent (Europe), describes how to conceive a collection strategically.



A collection theme by Anja Gockel Fall/Winter 2009/2010

The switchover from mere contract production to an own brand is often a charming idea – especially at times when the international contract orders are going down and the home market is starting to rise. To make it clear: Both contract production and own brand can work along with each other perfectly. But both deserve high and unshared attention by both the product and the sales manager. Besides, a brand collection also needs a designer or a design team. Yet another topic must be thought of – the quality range of material and workmanship. Contract production can work on a lower quality level to brand production, provided they are not “worlds apart” but are produced in the same plant.

Creating an own collection is a heavy investment into market research, concept and business plan. A business plan is an absolute must before starting to design and sell an own branded collection.

Main elements of the business plan are:

- Target group of consumers (sex, age, income, interest, buying preferences, lifestyle, situation in which these garments should be worn, number of individuals, etc.) and finally the anthropometric study of the Target group.
- Selling strategy (online/mail-order-selling from stock, direct selling from stock, via small retailers from stock, department stores by orders before production, chain stores or franchising, licensing)
- Structuring the price range considering consumer, distribution channel and production concepts. Keeping the variation between the lowest and the highest price for products within a product group by about 30%.

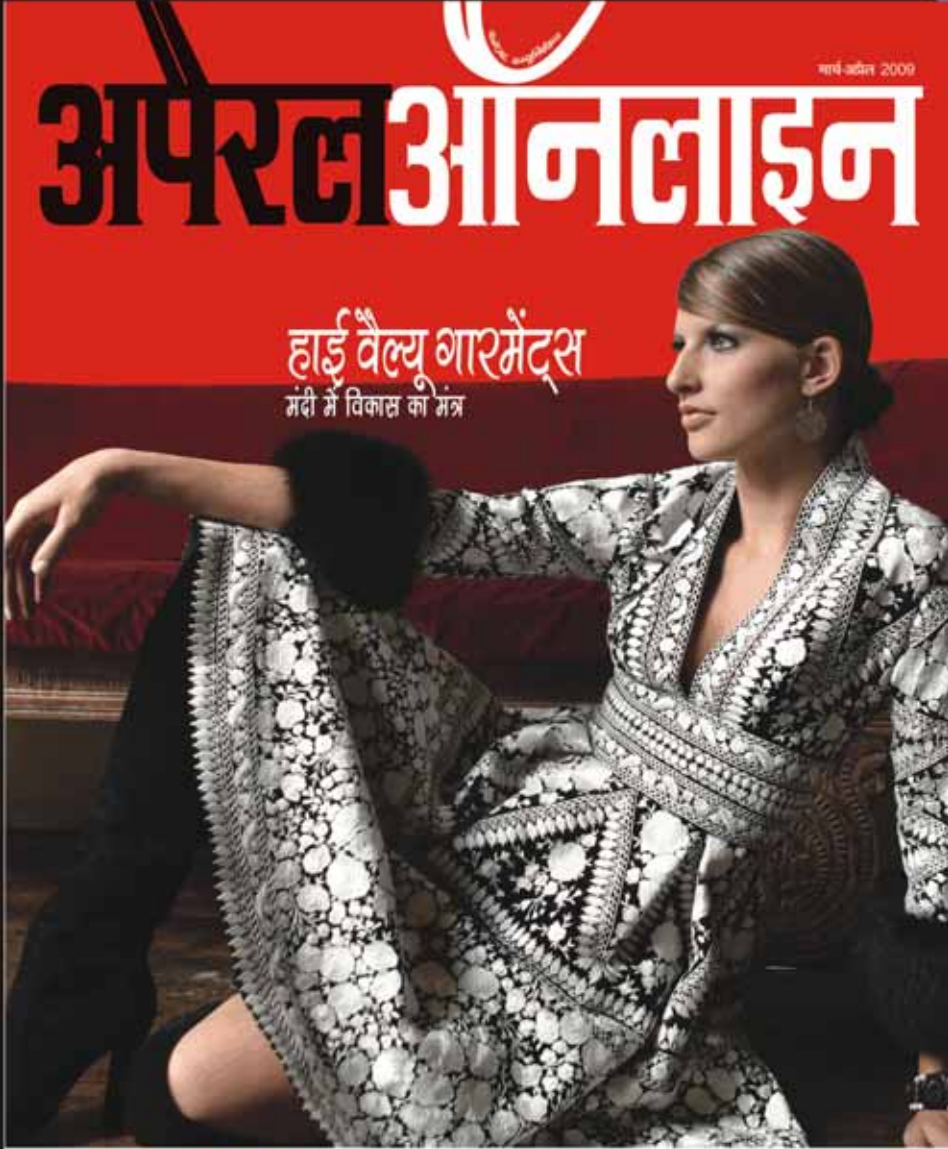
Calculation of costs of fabric, accessories and workmanship and overhead.

Defining limit of the price of the fabric for the designers.

- Production strategy (own production, sub-contractors for special classes of goods, buying readymade products like accessories)
- Collection strategy (number of collections per year, number of styles or outfits per collection)
- Communication strategy (choice of media used to launch the brand to the buyers and consumers)
- Financing strategy (planning for five years ahead)

अपैरल ऑनलाइन

अपैरल इंडस्ट्री के लिए पहला गंभीर प्रयास



मार्च-अप्रैल 2009

अपैरल ऑनलाइन

हार्ड वैल्यू गारमेंट्स
मंदी में विकास का मंत्र

अनुपस्थिति
निबंध आपके हाथों में

सुरक्षाईवर किसी भी गारमेंट मैनुफैक्चरिंग फैक्ट्री का आधार होते हैं। समय पर डायलन, क्वालिटी व फैक्ट्री में अनुशासन की डिपेंडेंसी सुरक्षाईवर पर ही होती है। ऐम्प्लॉयन्स यानी अनुपस्थिति जैसी बड़ी समस्या को सुरक्षाईवर कैसे पूरी तरह हल कर सकते हैं, बता रहे हैं विशेषज्ञ जॉन रिक्वाइन।

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Table 1. **Percentage distribution of young Indian men (18-24 years) under various height/shape categories (Dr. Deepti Gupta)**

S.No.	Category	Short	Medium	Tall	Total percentage
1	Corpulent	0.4	0.2	00	0.6
2	Stout	0.8	0.6	0.4	1.8
3	Portly	5.0	14.0	5.0	24.0
4	Regular	8.0	37.0	8.0	53.6
5	Athletic	2.0	15.0	3.0	20.0
	Total %	16.2	66.8	16.4	100*

*The figures may not add up to 100 as they have been rounded off.

Getting the right sizing

A crucial point is the fit of the garment – it must fit to a large portion of individuals within the target group. Even if you look at the young urban professionals (Juppies), you won't be surprised, that the variety of body shapes is large. Many studies have been conducted by research agencies on their own or in collaboration with leading brands to ascertain the perfect size for their client base. Among the important services have been the UK National Sizing Programme in collaboration with 17 major UK retailers, the *SizeUSA* project having 31 sponsors from leading brands, *SizeFrance* initiated by the French Union of Industries of Clothing, *SizeMx* organized by the University of Guadalajara and the National Sizing Survey of China. National Institute of Fashion Technology has been suggesting such surveys in India for a long time as these surveys are important to get the perfect fit sizes for different customer segments before embarking upon a collection.

A brand cannot serve all, unless sub-brands will address the marginal shapes of stout to corpulent or athletic. "One size fits all" doesn't work, even with stretchy materials. Considering the marginal potential of consumers could be worthwhile, because these consumers will be happy to have a brand taking care of their needs. This strategy is a central part of the success stories of brands for big sizes in Europe. Whichever category of shape and height

you choose; you can enlarge this group through the definition of the silhouettes of the garments within the collection. The more are the items or outfits in a collection, the more silhouettes will be possible.

Numbers and size of the collection

Should there be one winter and one summer collection or a new collection every four weeks? The answer depends on the target group and the selling strategy. A franchise system with shops should have a new decoration in the window every two weeks; a brand sold through retailers could work with two main collections plus additional short-time delivery programmes. A fashion brand will need more collections per year than a classic one, women's wear is faster than men's wear. In other words, a high fashion women's brand will have many more collections than a conservative men's brand.

René Lang, long-time designer of private label men's collection at Karstadt, Germany, and today freelance designer, suggests a collection size of 30 tops like shirts or knitwear, of 15 to 20 jackets and coats while a collection with complete outfits could have 150 to 200 items. **Mara Michel, consultant of ladies' wear companies in Southeast European countries**, suggests creating collections with up to 40 single pieces equalling 17 to 20 complete outfits.

Both suggest sketching the mere silhouettes first before starting to design the details like

collars, pockets and others. The objective is to find fashionable silhouettes for the different body shapes and individual preferences of the consumers. A chart like the following Table 2 (conceived for a 2009 Ladies' Summer Collection for Europe) will help the designers to find the silhouettes before starting to design the details. Here it's essential to know the shapes and silhouettes in fashion and suitable to the market targeted.

Following Mara Michel, the clue is, that a trouser C or a skirt A must match to at least two or three other top items, in order to give a maximum of combinations within the collection (mix 'n match system). Furthermore, she advises to use maximum five different fabrics per collection group in order to allow the mix 'n match system. Every fabric may have up to three



Mara Michel works as a consultant for ladies' fashion producers



René Lang has over 20 years of experience in men's wear collection design

Table 2. **Possible structure of styles and silhouettes of a ladies collection group**

Silhouette and style concept	Types of silhouettes				
Trousers	Trouser A, slim fit and straight	Trouser B, medium fit, flared	Trouser C, Marlene Dietrich style	Trouser D, 7/8 length	Trouser E, Bermuda length
Blouses	Blouse A, short sleeve, slim fit	Blouse B, no sleeve, A-Line	Blouse C, short sleeve, wide and 80 cm long	Blouse D, long sleeve, to be knotted in 1950s style	Blouse E, short sleeve, straight comfortable line
Skirts	Skirt A, short and narrow	Skirt B, swinging width, medium length	Skirt C, draped narrow silhouette	Skirt D, A-line, long	Skirt E, O-line, short
Knitwear	Knitwear A, long sleeve sweater	Knitwear B, vest with long sleeves	Knitwear C, short sleeve sweater	Knitwear D, sleeveless sweater	Knitwear E, tunic short sleeve, swinging with, 80 cm length
Jackets	Indoor jacket A, short, narrow, long sleeve	Indoor jacket B, Bolero type with short sleeve	Indoor jacket C, short and narrow vest, no sleeves	Indoor jacket D, classic blazer line, long sleeve, moderate length and width	Indoor jacket E, short, narrow, short sleeve
Dresses/ Outdoor jackets/ coats	Dress A, shift line, narrow and short	Dress B, A-line, swinging with, knee length	Outdoor jacket A, straight line with hood, length 85 cm	Outdoor jacket B, x-line with belt, 60 cm length, with collar	Outdoor jacket C (coat), trench coat style, 85 cm long
T-shirts	T-Shirt A, narrow classic form, 56 cm long	T-Shirt B, straight form, 65 cm long	T-Shirt C, A-line, with short sleeve, 72 cm long	T-Shirt D, top, no sleeve, straight 60 cm long	T-Shirt E, no sleeve top, narrow, 50 cm long

colour ways. Basics like plain coloured T-shirts may have more colour ways which work as accents in the outfits.

An example for the knitwear range: One material, cotton/silk blend, used with different ends for 9gg tops, 7gg sweaters and 5gg vest, three different colours. The designer's job is now to design the collars, cuffs, knitted patterns, jacquards or intarsia using these parameters.

An example for a plain fabric: One material, 100% linen, could be used for trousers C and D, blouse E, skirts A and E, indoor jackets C and E, dress A. Just one or two colours.

An example for a printed fabric: One design, 100% viscose, could be used for blouse B and E and dress B, just one colour way. The print idea could be repeated on some of the T-shirts as embroidery, application or placed print.

René Lang adds: for men's wear play sure with black, dark grey and navy for trousers and jackets. Add seasonal highlight colours on a few styles – to make the collection attractive. Use every silhouette with two to four different fabrics having up to four colours each. Basics like T-Shirts could be handled as Never-out-of-Stock (NOS) articles with a larger number of colours.

Working with the designers

Designers should work from a briefing on delivery schedule, price and product concept. They should conceive collection themes for every collection. But this should be done only after they have made their lifestyle moodboards by analysing the target group of customers.

Example:

Ladies' collection mix 'n match – one theme per collection!

Delivery: January; Theme: "Arts", 40 styles; Main colours: dark grey, aubergine, royal blue, black, medium grey and white, accents yellow.



Trend mood board "Art" for Summer 2010

Delivery: March; Theme: "Science"; 40 styles; Main colours: black, dark green, light green, light blue, white, accents pink.

Delivery: May; Theme: "Improvisation"; 40 styles; Main colours: light grey, beige, sand, off-white, camel and light pink, accents dark grey.

The designers should present their concept to a group of managers responsible for the sales and production through mood boards, colours and sketches combined with fabric swatches, or even through some CAD software which have such features. Then, the fabric and accessories suppliers should be chosen based on the details after which the patternmaking and prototyping starts.

At a later stage the prototypes should be presented in reality to this group, not only on hangers, but on models, experimenting with the mix 'n match concept. At this stage, the fitting and the product price must be cleared and adjustments made.

Then it is time for the production of salesmen samples and the sale by agents and exhibitions in case of the ordering collection. In case of a cash-and-carry collection from the stock, the production starts now.

In store collection presentation....

United Colours of Benetton

- Two major collections in a year : Spring-Summer and Autumn-Winter.
- Change their collection 8 to 10 times per season in the showroom depending on 'hits'.
- There are 500 different styles of tops and around 300 styles of lowers distributed over the two collections.
- There is a sale at the end of both the seasons.

Tommy Hilfiger

- There are two major collections in a year : Spring-Summer and Autumn-Winter.
- Change their collection mainly 4 times (4 times hits) in a season.
- No specific number of styles as their manufacturing is done in Sri Lanka and China. Majority of the collection comprises of men's wear (70 to 80%).
- Sale two times in a year.

MANGO

- There are four collections in a year : Summer, Winter, Autumn and Spring.
- Changes its collection every week.
- Collection comprises – casual to sports, formal suits and denim jeans. Jackets, shirts, dresses, trousers. Majority is of T-shirts. And the proportion of tops and bottoms are of 1:3.
- There are 8000 different styles in a year.

s.Oliver

- Four major seasons for collection planning : Spring, Summer, Autumn and Winter.
- Collections every month within the season – 12 collections a year.
- 60-70% replenishment at stores depending on movement of product every month.
- Yet to work out a collection schedule as footfall is being determined.

Westwood

- Two collections every season : Winter and Summer.
- Collection of Westwood comprises of denims, jeans, cotton capris, dongris, designer jeans, high-fashion denims etc.
- Ten styles in core basic jeans, 12 styles in semi basic and designer jeans and 40 styles in high-fashion denims.
- Sales after every season.

Indigo Nation (men's wear brand)

Scullers (men's & women wear brand)

- 2 seasons every year : Spring-Summer & Autumn-Winter.
- Each of these seasons in turn consists of 3 hits, i.e. periods wherein fresh merchandize (designs) will reach the stores.
- Each of the hits ensures there is freshness on the floors to entice the customers to revisit the store.

Avery Dennison: 'Sustainable' Growth While Keeping Pace with Reducing Lead Times

Avery Dennison is a company convinced that every new technology has a price and the supply chain should not get disheartened by the added cost of keeping the environment safe, but put in all efforts to move in the right direction to achieve 'sustainability'. These were the views of **James Wrigley**, Vice-President and GM, EMEA and South Asia, expressed during an exclusive conversation with *Team Apparel Online* on his recent visit to India. Accompanied by **Sanjiv Khullar**, MD, Retail Information Services, James emphasized the importance of R&D in sustainability initiatives and underlined that as a global company the impact of even the smallest of effort was visible in the entire supply chain and at retail formats around the world.

Reducing our own environmental footprint is just part of the solution. We also offer eco-friendly products to help customers reduce their impact on the environment. In fact, producing economically feasible "green" products that will help customers grow their businesses responsibly is among our six key priorities," said James Wrigley.

With consumers driving the trend for sustainability, there is a real and serious concern for the environment with retailers today. "Most retailers are very committed and many are willing to pick up some of the cost if required as for them it's not a word of convenience but a strong conviction and commitment to the supply chain," argued James. Realizing this, Avery Dennison's aim is to find a balance between business activities that benefits shareholders, customers and employees and policies that both improve the quality of life for communities and conserve the world's natural resources.

"A fair number of retailers are increasingly moving towards using recycled material and other eco-friendly options and our business teams work to identify opportunities to make our products more eco-friendly. Twenty-six of our printing facilities have attained Forest Stewardship Council (FSC) Chain of Custody Certification and are therefore independently certified to produce paper products made

from responsibly managed forests," informed James.

Within the Brand identification range there is a shift towards tagless heat transfer labels. In the same breath there is a growing demand for stringent requirements that these heat transfers should be both eco-friendly and free from chemicals that harm the skin especially in the case of children's wear. Heat transfer designs offer far-reaching opportunities for both multi-colour decoration and high comfort 'tagfree' labelling. Halo-Free ECO and ECO Stretch transfers are made from water-based ink solutions, are easy to apply and soft to touch – the perfect skin contact solution. Avery Dennison is prepared for this shift.

"Worldwide inventories are shrinking and lead times are reducing, therefore to support the industry so that they can order when they need and just how much they need, we are punching a digital application for our paper products soon which will give tremendous flexibility in turnaround time and product development lead times," informed Sanjiv. The new initiative is Digital Printing instead of offset printing, which will be linked to global PD data base so as to save critical time. The concept is – virtually print on demand.

The idea is to significantly reduce lead times while adding value ... "Recession only



James Wrigley



Sanjiv Khullar

Some Eco-friendly products from Avery Dennison

- Green ticket and tag products featuring environmentally-certified paper, organic cotton and recycled polyester printed fabric labels, organic and bamboo woven labels and biodegradable packaging materials.
- Low-waste pressure-sensitive products that use thinner liners, liner-less labels and a reduction of materials in packaging content.
- Recyclable and PVC-free binders as well as other products made with up to 100% recycled materials.
- Avery Dennison EcoFriendly (EcoFriendly™) is a trademark of Avery Dennison Corporation. This mark indicates that these products and materials were produced with environmentally beneficial features.

accentuated the need to be faster as retailers don't want to hold on to any demand. As an organization there is always an effort to try and work on how to reduce price while increasing value," added James.

Innovations is the focus and future at Avery Dennison and the next growth area will be increasing global footprints at brand retail level in manufacturing bases around the world. "We want to be as near to the needle point as possible. The whole South Asian region is growing and it is becoming very important in the Apparel trade and with the dollar strengthening against the rupee, exporters in India should pick up and we are there to back them with all updated requirements in brand identification needs," concludes James.

Amrit Exports Kolkata Absorbs 100 ATDC Students

Kolkata-based Amrit Exports Pvt. Ltd. has given placements to 100 students of Apparel and Training Design Centre (ATDC) Kolkata. Anil Buchasia, MD of the company, which was honoured at the annual function of ATDC, told *Apparel Online* that they have capacity expansion plans also, which will be implemented in the near future.

The company is mainly known for export in work wear. Among its exporters in the European countries are Spain, Austria, Italy, France, Germany and Switzerland. "We have been able to defy the recessionary trends



Amrit Exports specialises in work wear

because of our sheer hard work and strong client base nurtured over the last 10 years. Whatever we have done for the last 10 years in quality control, production and marketing has now started yielding results," says Anil with confidence.

Anil further assures that had it not been for recession, they would have achieved unbelievable heights. "However in times to come and once the global economy is back on track, our growth will be even more," concludes Anil.

Credit Costs to MSME Export Sector may be Reduced due to Decrease in 3 Months' LIBOR to below 1%

Drop in London Inter Bank Offered Rate (LIBOR) to the present low of less than 1% (for 3 months) may reduce lending costs to the MSME export sector which are dependent on MIBOR (Mumbai Inter Bank Offered Rate)/MIFOR (Mumbai Inter Bank Foreign Currency Rates).

The credit can be offered at reduced rates to the MSME export sector provided that the "spreads" of the banks in terms of operating costs are

kept at its minimum. According to a study, about 25% of the PLR is contributed by operating costs (3.25%) and about 50% through cost of deposits (6.25%). If these two factors are taken care of, the "spreads" of Banks would reduce and credit cost would be more competitive *vis-à-vis* the international market. Return on assets and provision for NPA's together contributed to a fourth of the PLR.

A. Sakthivel, President, Federation of Indian Export Organizations opined that with RBI closing the second reverse repo window for accepting surplus funds from banks, banks may be forced to offload Rs. 40,000 to Rs. 50,000 crores of excess lendable liquidity. The cost of this lendable credit could be brought down and be made comparable to levels in the international market by reducing domestic overhead costs.

Dr. Tarun Panwar is New CEO of Indian Retail School

Dr. Tarun Panwar, Head of the Department at Pearl Academy of Fashion has been appointed as the new Chief Executive Officer of Indian Retail School (IRS) which is first-of-its kind retail education and research centre in India. Dr. Panwar has experience of over 20 years in academics and industry with the leading brands in India and US. He is a PhD, MBA and has studied Retail at Fashion Institute of Technology,

New York University.

After being appointed as the new CEO of IRS, Dr. Panwar opined, "Retail as an industry in India which is growing fast and offers ample options for a successful career. IRS, with its excellent faculty, an upcoming state of the art campus, caters to the needs of such ambitious and talented youth. To keep up with the emerging global trends, we plan to have international tie-ups with the best of educational

institutes in retail and start more specialized courses for its students."

Launched by the House of Pearl, The IRS is the first academic institute of retail, catering to the growing fashion and retail sectors in India. The institute conducts a range of programmes to educate and sharpen the skills of retail professionals to meet the immediate and upcoming requirement of the retail sector.

RETAIL NEWS

■ **Shoppers Stop** plans to open 12 stores this fiscal – Four each in Bangalore, Ahmedabad and Hyderabad. The retailer has taken advantage of falling rentals by 35 to 40% which were at their peak a few years back.

■ **KAZO**, the ladies designer wear brand, will soon have a network of 30-40 showrooms all over India. The brand is also planning to tap high potential markets like Hong Kong, Dubai, Singapore and Europe.

■ **The Future Group**, which owns India's largest chain of retail stores, will raise about Rs 1,200 crore by selling its private equities and expand its retail footprint from 12 million to 30 million sq.ft. area by 2013.

■ **Gitanjali Group** is in expansion plan in tier-II and tier III cities by spending Rs 300 crore this year. It plans to open 150 stores this year for both jewellery and lifestyle brands.

■ **Chhabra 555**, north India's leading ethnic women's wear brand, has launched its new range of cotton suits and chiffon, says Heena Malhotra, the designer behind the Chhabra 555 line of cottons.

■ **Van Heusen**, the premium lifestyle brand, has launched three women collections this summer – indigo & white collection, fuchsia & black collection and formal collections.

■ **Kimaya** is all set to open this August its own retail unit in Madison Avenue, New York, making it the first Indian luxury retail company to do the same. It will rub shoulders with international giants like Calvin Klein, Crate & Barrel, Polo and Valentino, among others.

■ **Zudaas France**, clothesline for kids, has launch its summer collection 09. Aimed at children and teenagers aged from 0 -15, the collection include washed and striped denims, T-shirts, tops, blouses and dresses in micro-floral prints, teamed with scarves and caps, etc.

EU 2009 Imports Begin on Positive Note with 7.4% Growth in Value

India Sees Marginal Decline of (-) 0.49%

The European Union started the year with positive imports with clothing imports up 7.36% in value terms. In volumes the EU registered a growth of 1.56%. However, India could not take advantage of the growth and began its innings in 2009 with decline in both value (- 0.49%) and quantities (- 2.61%). All other competitors from the region under review saw positive growth in value.

EU clothing imports though did not yet fall in January on an average, the German market began shrinking. The largest market in Europe by far is negatively affected by the economic crisis. German imports from outside the EU fell 13.5% in volume terms in January this year from the same period in 2008.

Average unit prices were however down 4% in US \$ terms on the EU import market in January, reflecting the growing pressure on production costs. Due to the decline of the European currency, unit prices rose 5.7% in euro terms. Average import prices fell in the UK and France in US \$ terms but still rose 6.35% in Italy. In euro terms, unit values everywhere rose, as a clear sign that importers are facing at the same time a fall in demand and rising costs in euro terms.

As already observed on the US market, Indian suppliers have cut their prices this year thanks to the drop in their currency in 2008. This helped in limiting the decline of Indian origins while shipments were surging from China (36.33%).

India

- India could not register any significant growth and the Indian apparel export to Europe was down by 0.49% in Jan. 2009 period. The UVR for Indian apparels was at Euro16.99 during this period.
- Export of foundation garments recorded a 1009.40% growth.

- The other segments marking significant growth were ladies blouses with 20.51% and ladies dresses (16.01%).
- The segments which saw a big decline in imports by Europe from India includes ladies skirts (16.93), suits/ensembles (28.13) and undergarments (- 10.72%).

China

- China has topped the list of exporters with a total growth of 36.33 of which major credit goes to knitted apparel which registered 50.55% of growth.
- The UVR for this period stood at Euro 14.28.

Vietnam

- Vietnam saw 4.62% growth in the period.
- While the woven garments registered growth of 14.31%, the knitted segment saw negative growth of 20.40%. UVR of Vietnamese apparel stood at Euro 14.58 for the mentioned period.

Sri Lanka and Bangladesh

- Both the countries posted positive growth, while Sri Lankan exports surged by 1.58%, Bangladesh saw good growth of 8.74%.
- The UVR of Bangladesh and Sri Lanka stood at Euro 9.19 and 17.44, respectively.

Pakistan


- The total exports from Pakistan grew by 3%. The Knitted segment was down by 0.26% during the period.
- The UVR for Pakistani Apparel export stood at Euro 8.23.

APPAREL IMPORTS OF THE EU : SELECT COUNTRIES

Country/ Category	January 2008		January 2009		% increase/ decrease	
	Qty	Value	Qty	Value	Qty	Value
WORLD						
Knitted	213.03	2539.74	223.33	2733.83	4.83	7.64
Woven	188.37	2947.35	184.36	3157.14	-2.13	7.12
Total	401.41	5487.09	407.69	5890.97	1.56	7.36
CHINA						
Knitted	78.17	824.33	93.34	1240.99	19.41	50.55
Woven	100.04	1307.62	110.14	1665.46	10.10	27.37
Total	178.21	2131.95	203.48	2906.46	14.18	36.33
INDIA						
Knitted	14.08	188.22	12.69	175.69	-9.87	-6.66
Woven	8.51	187.45	9.31	198.15	9.42	5.71
Total	22.58	375.67	22.00	373.83	-2.61	-0.49
BANGLADESH						
Knitted	33.32	268.38	34.47	298.68	3.46	11.29
Woven	16.20	140.61	13.87	146.05	-14.35	3.86
Total	49.52	408.99	48.35	444.73	-2.36	8.74
SRI LANKA						
Knitted	3.41	52.37	3.15	55.05	-7.69	5.11
Woven	2.64	44.33	2.48	43.18	-6.00	-2.60
Total	6.05	96.70	5.63	98.23	-6.95	1.58
PAKISTAN						
Knitted	4.42	32.76	4.45	32.68	0.66	-0.26
Woven	5.03	44.12	5.17	46.52	2.76	5.42
Total	9.45	76.89	9.62	79.19	1.78	3.00
VIETNAM						
Knitted	6.78	33.11	2.81	26.36	-58.51	-20.40
Woven	7.60	85.51	5.70	97.75	-25.09	14.31
Total	14.39	118.62	8.51	124.10	-40.85	4.62

Qty. & Value in mn Kg & Euro

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In testing times the right strategy can only make the company move forward, is what the team at Vivsun Exports believes in. The young Ghaziabad-based home furnishing company that was started in 2002 is successful in maintaining its bottom lines with growth of 15 to 20% in 2007-08. "We were able to sustain growth even in these difficult times because of two things: our market and product differentiation," said Vivek Aggarwal, MD, Vivsun Exports. Vivek feels that recession should be called a phase of correction as a lot of new and positive changes come in, it is the time to mend and improve the mistakes. "This is a period of transformation and is ultimately going to help the industry at large, as non-serious players will move out and those who are serious and follow systematic procedures will survive," said an optimistic Vivek. ■

While on one side, Vivek's rich experience in textile supports and strengthens the backend operations of the company, the controlled aggression and vision of his son Vachan is helping the company in reaching new heights. "It is always interesting and challenging to work with the younger generation who not only have the vision and broad mindset but also are quick on decisions," expressed Vivek.

Vivsun Exports' first big break came when for the first time it participated at Heimtextil India which was held at Pragati Maidan. "The fair proved to be a good platform as we made many new contacts and since then there has been no

Vivsun Exports Sees 20% Growth with Niche Products and Markets



Father and son duo Vivek and Vachan Aggarwal at their den – Vivsun Exports

looking back," said Vachan. In fact, it was through Heimtextil that the company got a big order from Burlington, one of the retailers in the US. Initially, Vivsun was exporting only curtains and cushion covers, however, with time and the growing confidence of the buyer other products like quilts, duvet covers, bed covers were added in the range. "Right from day one our aim was to offer products that are of high quality, unique and can give value to the customers," said Vachan.

High-end product range means niche buyers and small quantities; however, the company does not feel it is a limitation. "We prefer doing small volumes and cater high-end market as today Vivsun is known for such products, it is our signature style and we do not want to change it," reasoned Vivek.

Vivsun Exports has been successful in tapping new and unexplored markets like Uruguay, Panama, Mexico, Venezuela and Indonesia which may not give high volume orders but have a lot of inclination towards Indian products. "Though these markets are not new they were not fully tapped because of the small orders they give, however, the importance of these so-called marginal markets is increasing these days as major markets are not doing as well as before and are also a lot more price competitive," reasoned Vivek.

Interestingly, the company's major buyers are from Turkey which itself is an important home textile player. "Turkish consumers relish Indian home textiles because of the

intricate work and designs," reasoned Vachan. Linen and Tac from the Zorlu Group are two important buyers the company is working with in Turkey.

Middle East is another equally important market as the demand from the country is increasing everyday. "Dubai is a strong economy, moreover, consumers are fashion-conscious and they like to change the look of their house frequently," averred Vivek. Zardosi, patchwork and nakshi are some of the favourite techniques in these markets.

To remain ahead of competition, emphasis has been laid on designs and product development. "Currently we have a team of around 15 people for designing and product development. Also, we have tied up with some freelancers in the international markets for latest updates," informed Vachan. Product development is an ongoing process and every month the design team comes up with fresh collections.

The company categorizes its range into two parts: while one is extremely high-end, the other is just high-end. "There is a difference in terms of the basic material used, while in extremely high-end products the base material and the embellishments are of supreme quality, in high-end, the look and quality of embellishment is the same, however, the quality of base material differs to some extent. He further explains, "This differentiation was also done in an effort to fight with tough times as the buyer is not willing to overspend, however, if we offer Rolls Royce at the price of Mercedes, buyers will not hesitate. "Similar look at an affordable price is what we try to offer," is how Vachan puts it.

To maintain high-quality standards and increase the productivity and efficiency levels, the company has in-house facilities for testing of fabrics, stitching, finishing, washing and dry cleaning. To control overheads, the company no doubt has cut some staff, but on the same side more

India Exports in cotton made ups Countries that registered strong growth in 2007-08

Country	Percentage share 2006	2007	2008	Percentage Change
UAE	2.64	3.06	3.79	24.98
Brazil	0.26	0.43	0.54	26.66
Panama	0.23	0.32	0.50	57.57
Mexico	0.35	0.37	0.50	34.13
Venezuela	0.07	0.06	0.08	45.65
Uruguay	0.04	0.04	0.05	28.61

qualified and experienced people have been added in the production side so that higher productivity levels can be achieved. "I believe that to increase the turnovers the top line has to be maintained," affirmed Vivek. Even though compliance is not a big concern among buyers with whom the company is working, Vivsun ensures that all norms are followed effectively.

Vivek has just one concern, "Fabric procurement is still a big problem in the industry, while China delivers the final product in 45 days, India consumes 30 days just in fabric procurement." He further added, "Most of the fabric suppliers work for the domestic market thus they do not understand the criticalities of export industry."

The next product of growth for Vivsun is organic cotton, as there is an increasing demand for the same in the international market. Beside this kitchen linen will also be added in the product profile soon. Also on the cards is to get into retail with a brand called 'Nostalgia', which would be a high-end brand and will be available through shop-in-shop store format.



A range of cushion covers for the high-end market



Cushion cover with Zardosi and Dabka work, popular in Middle-East markets

Exporters Aggressive about Retail Venture in Home Textile Segment

Seeing the potential even as Bombay Dyeing, the oldest home textile brand in India, was trying to consolidate its position in the home furnishings market, brands like Spaces (Welspun), Carmichael House (SKNL) Portico (Creative Fabrics Mobus), Maspar (Mahajan Overseas), among others made a foray into this segment, smelling an opportunity. In the last four years more than 20 brands have entered the retail market. The figures are increasing everyday and it is estimated by the Research Agency Milagrow Group that the

one of the biggest manufacturers of terry towels forayed into the domestic retail business with the brand Spaces. The advantage of being an export house has helped the company as they are constantly catering to the demands of the international market in terms of trends and designs and are utilizing the expertise for the Indian market. The company has aggressively expanded its domestic business; however, exports still dominates as more than 90% of revenues are from the international market.

In the domestic market, the company is present through Welspun Retail Ltd. which has more than 250 doors operating under two brands – Spaces Home & Beyond and Welhome. The company has gained direct access to the international markets with brands like Christy of UK (Christy makes the Wimbledon towels every year), Sorema & Graccioza in Europe). Besides this, a few licensed brands like Nautica, Umbra, Amy Butler and Waverley are also in Welspun lap. However, exports still dominate.

Creative Group also focused its attention on the fast growing domestic market and used its strengths in sourcing, designing and manufacturing by launching home furnishings brand Portico through a licensing agreement four years ago. "The Indian retail market has changed a lot in the last five years and has a great potential which inspired us to invest on such a big scale," said **Vijay Agarwal**, Chairman, Creative Group. The percentage of exports versus retail at Creative Group is around 60:40, respectively. Moreover, Portico saw 100% growth in first two years of its launch and is still growing by 30-40% every year. Seeing the success of brand over



Bedding collection seen at Welspun's store SPACES

A growth-driven sector, retail is also becoming a lucrative option for exporters who are now getting into the retail segment at a much faster pace. And why not... India, considered amongst the 10 large retail markets in the world, is growing by about 40% every year. Retail sales, which were US \$ 262 billion in 2006, constituted to over 30% of India's GDP. Today, many international apparel, home fashion and accessories brands have already entered the market and have successfully established themselves with innovative offerings. ■

urban Indian home furnishings retail market that is currently around Rs. 9,300 crore will reach Rs. 20,000 crore by 2012.

"Though the consumption in home textile category is low at the moment, but with increase in disposable income, more young population and new home sales, it is expected to grow at a rapid pace in the coming years," said **Akhil Jindal**, Director, Corporate Affairs, Welspun Group. Welspun,

a period of time, Creative Group is now planning to launch a new brand that will cater to the needs of mass market.

"Retail is definitely more challenging than exports, however, it is a good way to expand the customer base while hedging the risks in international trade at the same time," said **Aditya Himatsingka**, ED, Himatsingka Seide Pvt. Ltd. The company targets high-end customers through its brand Atmosphere which is known for very exquisite and high quality upholstery and curtains. The ratio between exports and domestic retail at Himatsingka in terms of turnover is around Rs. 170 crore:Rs. 35 crore.

Noida-based Kavset Exports entered the domestic segment with its brand Area. However, it happened by sheer chance and is a move to offset the slow export business. "We owned a retail space in Gurgaon mall and had plenty of surpluses from exports, so instead of selling to the scrap dealers, we decided to open our own outlet. However, the success prompted us to expand our business more," explained **Saten Kapur**, the owner of Kavset Exports. The company witnessed 30% growth in domestic market last year.

Though retail has become a good alternative to delivery, price, quality and social compliance pressures, it adds on to new responsibilities. "Defining how many quantities to be produced per style is a big challenge in retail," said **Dinesh Sharma**, CEO, SKNL. SKNL launched Carmichael House in 2006 that targets the premium high-end customers. The company is looking forward to increase its share in the exports segment once the market situation gets better.

"In exports, after the goods are delivered safely and we get our

Exporters in Retail Business - Export turnover vs Domestic sales

* Welspun India Brand: Spaces Export turnover: Rs. 1350 cr Domestic turnover: Rs. 150 cr
* Himatsingka Seide Pvt. Ltd. Brand: Atmosphere Export turnover: Rs. 175 cr Domestic turnover: Rs. 35 cr
* Mahajan Overseas Brand: Maspar Export turnover: Rs. 100 cr Domestic turnover: Rs. 100 cr
* Creative Mobus Fabrics Brand: Portico Export turnover: Rs. 55 cr Domestic turnover: Rs. 55 cr
* Kavset Exports Brand: Area Export turnover: Rs. 47 cr Domestic turnover: Rs. 2.5 cr

Exporters in Retail Business

* Pradip Overseas Brand: Lucy-B-Linen
* GHCL Brand: Rosebys
* Hanung Toys Brand: Play-n-Pets
* Sri Lakshmi Cotsyn Brand: Weaves
* BSL Brand: Rivoli
* Floor & Furnishings Brand: F&F
* Seasons Furnishings Brand: Seasons
* Zeba Brand: Zeba Home Textiles
* Mridul Enterprises Brand: Atmosphere 9
* Om Overseas Brand: Sakks
* Taurus Brand: Address Home
* Vrinda Overseas Brand: Abracadabra
* S Kumars Brand: Carmichael House

payments, we are through with the order. However, in retail getting rid of unsold merchandise is a big task, thus, perfection in every aspect whether it is quality, quantity, marketing or brand building is required," said **Rajiv Merchant**, CEO, Portico. It is not easy to convince Indian consumers to buy; they want value for every penny they spend feel most of the players. Rajiv explains this with a good example. "A European buyer who is cautious of both fashion and little quality will easily buy a bed sheet worth Rs. 2000 with 6 on a scale of 10 points in quality and 8 on 10 in fashion, however, an Indian will not like to compromise anywhere and will prefer bed sheet with 10 on 10 in every element. "Retail requires more time for understanding the market dynamics," averred Himatsingka.

While on one hand retail is a capital-intensive sector as one has to spend time and money on branding, promotions, marketing and understanding the psyche of customers, on the other unsold merchandise and expensive locations adds on to woes. "A good amount has to be spent on real estate as locations play a very important role in the success or failure of the brand," adds Saten. Further in exports the final decision maker is the buyer who is involved at every step and defines each and everything, in retail every aspect has to be defined independently which involves a bigger risk.

When asked about the preference out of exports and retail, most of them voted for exports. "We believe in bulk supplies, hence we would prefer to focus on the export market and institutional supplies. However, we will develop our own brand and spread our base for the same," said **J.S. Negi**, V-P,

Pradip Overseas that launched its brand Lucy-B-Linen recently and saw 30% growth in both exports and retail segment. "In the current scenario, one has to mix both the markets and as Welspun is present in the domestic market as well as in the international market, the focus on all markets will continue to be there," commented Akhil.

"Domestic markets can never beat export markets. While in domestic we are only one brand, internationally the whole world is our market with currently over 80 live customers who are either retail chain holders or importers/wholesalers," said Saten. He further added, "Domestic home retail is a very small segment, most of our clientele in domestic is either high net worth Indians or NRI's."

Despite all the odds, players are taking the retail route seriously and are aggressive about retail ventures. While Creative Group is planning to launch another brand in domestic market and open new stores, SKNL on the other hand is poised for very good growth in domestic in the coming year. The players want to offer same quality standards, designs and value to the Indian customers that are offered in the international market. In fact, companies like Sri Lakshmi Cotsyn have moved one step ahead and has launched India's first eco-friendly textile brand "WEAVES" to offer a wide range of innovative home furnishing products and bed sheets for health-conscious families. The range includes innovative products such as "Vitamin E (skin care) bed sheets, Water Repellent bed sheets, Mosquito-Bacteria Repellent bed sheets and Stain Free bed sheets.

To Rise in Crisis Through Planned Growth is Wise than Layoff or Otherwise

Tough times in the past and which is continuing in the present is expected in the near future too. With numerous players in the market waiting for their chance, there is a fierce competition between small and medium enterprises (SMEs) to get business and to survive in the market without being lost. Though the biggies find their way for survival, they are searching for the path towards continuous growth which is not the case with SME's, feels **Raj Shekhar**, Vice-President, Marketing & Production, Regency Garments. ■

Where does everybody stand? What is the future? How to overcome these extreme difficult situations, both internally and externally? Though all these sound as a billion dollar question, the wise, the experienced and the successful industrial tycoons are still remaining busy with their customers and markets. One can question on its successful strategies, but staying alive on regular and planned diet is much more required than enjoying a yummy buffet at world class.

Is that really possible?

Strategy 1:

It is very important to use the promotional and advertisement campaign carefully and intelligently. Every penny spent should be calculated on their ROI (Return on Investment) and to be thoroughly analyzed for its potential in case of any new customer. For the existing customer, there should not be any reduce of cost, because this vital area has to be on vigour, especially at this crisis of market demand and plummet growth.

Never reduce your advertisements or promotional campaigns – Instead try to remain on it, though expansion may not be suitable. Plan: Calculate and Act, that is the mantra for the near future.

Strategy 2:

Take advantage of situation that prevails. Any critical pitfall should be looked as an opportunity to find a solution to the existing problem. Make best use of the rupee depreciation through proper and safer means of withstanding in business with proper Export Guarantee Schemes and Forward Contract booking.

Reduce risks of losing and practice international business systems in safeguarding business interest of the customers as well as our own interest for mutual betterment.

Strategy 3:

Lay-off? This may not be a complete solution for safe journey. Though reducing manpower may give interim relief – A long run would lead to crucial crossroads. This is the right time to train the best human resources available within the organization, make them involved towards sustaining and continuous growth. Training the manpower is the need of the hour towards a better tomorrow, when things improve.

Focus on the HR with stability of manpower, especially at the top and middle management level. A good organization is one with a healthy HR practices. Human Resources are the most important resources than all available, as a resource lost is lost forever. Every human has his/her own identity or so-called USP (Unique Selling Proposition), so should be the organization's HR Policies and Strategies with a specific USP in difference from others.

Strategy 4:

Beat the recession with enhanced business methodologies and online business promotion and participation of Trade Events & Exhibitions. This would be the ideal time to remind our customers that we are still in the business with new products and innovations. Not many would choose spending on Trade Fairs, but it should be considered as a worthy deal to click the customers who come for enquiry/placing the orders



Raj Shekhar, an MBA with specialization in Human Resources & Systems, is also an Internationally Certified "JCI Trainer" by the Junior Chamber International – A Worldwide Federation of Young Leaders and Entrepreneurs. He is currently the Vice-President – Marketing & Production in **Regency Garments**, engaged in Manufacturing and Exports of Apparels. The company also has its own brand "White Elephant" – a Hi-Fashion wear brand for Kids, Men's & Ladies and Specialized in custom made corporate T-shirts for Multinational organizations.

His special skills in HR and customer marketing are in the areas of adapting social responsibility such as WRAP (Worldwide Responsibility for Apparel Production), SA 8000, BS 7799, ISO standards and many other factory certifications with GAP, Walmart, FTL, TCP, etc.

GSD Honoured with Queens Award for Enterprise of 2009

during the slow down period too. SME's need to think beyond the conventional marketing practices towards a better networking and online market place.

Stand apart from the crowd, to identify oneself better. This helps when there is less participation by the mass during the slow down phase.

Strategy 5:

Change the level playing field by introducing more options to your customers. Provide variety of alternatives to your customers to choose the price of the product according to his demand in the market. This has not been done many a times earlier, but educating the customer serves its prime importance to arrive at a win-win situation. Doing at loss doesn't mean we are laying a good foundation for tomorrow. Most of the times, it ends as a self burial foundation.

Understanding the customer for his success, survival and trust building without hindering our growth is the very essential phenomena at this juncture – to stay healthy in the competitive scenario of modern business.

Strategy 6:

Last, and the most important aspect to stay on top is continuous quality improvement and innovations, makes our products feel fresh and lively always. Customer's stay not because of cost, but because of quality consistency from the manufacturer. This has to be well balanced and to withstand cost competition, nevertheless quality compromise to be encouraged.

GSD (Corporate) Limited, a UK-based software production, sales and training company, has been awarded "The Queens Award for Enterprise: International Trade 2009" for doing excellent in exports over a three year period from 2006 to 2008. The company, established in 1976, has specialization in Industrial Engineering, Productivity Improvement, Cost Benchmarking and Predictive Costing. It deals in apparel, footwear, sewn products and automotive sectors with a global user network spanning more than 60 countries.

The company's key markets are in India, Bangladesh, Sri Lanka, Thailand, China, Indonesia and the Americas. As a company, GSD (Corporate) Ltd. provides solutions for the manufacturing sector and the retail/brand environment alike, with 98% of the company's annual turnover derived from export sales.

The core product, "GSD Enterprise", is aimed at the sewn products industries, which, amongst others, encompasses clothing, footwear, automotive, luggage and furniture sectors. "GSD Quest" compliments GSD Enterprise and enables personnel with little or no production knowledge to use the integrity of GSD data to develop, at an early stage in product development,



Paul Timpson, MD, GSD (centre) flanked by colleagues

a pre-cost time analysis for any given product.

Paul Timson, Managing Director of the company says, "We are delighted to have had our export achievements recognized by way of this prestigious award. Our core product, GSD Enterprise, has been the industry leader for more than two decades and remains so today. Our new products, includes GSD Quest, and our current development plans will expand our ability to serve the international manufacturing sector and the retailer/brand alike."

Kaiserslautern the base for a European Subsidiary for Xi'an Typical Industries

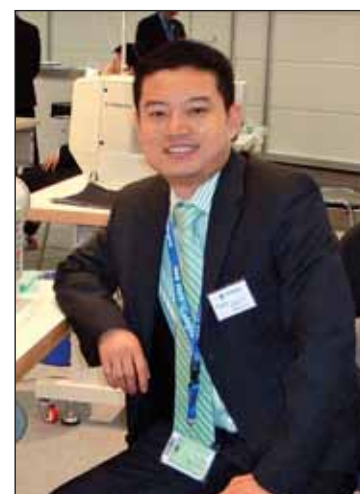
Xi'an Typical Industries Co. Ltd., a leading Chinese company for the production of industrial sewing machines is spreading its presence to the West, establishing a subsidiary in Kaiserslautern, Germany. The new company will become the centre of machines and spare parts sales for Europe, Turkey and North Africa. A global centre for Research and Development of Typical Industries will also be established within the next few weeks at the site which will strengthen the medium range products available with the company that is a major part of their business.

The General Manager of the European branch will be the former Chief Technical Officer of Pfaff (another premier brand in the world of creative sewing), Holger Labes along with Michael Chen of Typical Industries from China.

The major reasons for choosing Kaiserslautern, according to Li Guanghui, the Chairman of Xi'an Typical Industries was that it has an outstanding technical infrastructure supported by universities and institutes, a big resource of sewing machine knowledge and not to forget that it is the base for the legendary Pfaff sewing machines.

Pfaff which has been recently taken over by Joachim Richter Systems, is however not threatened by the move as the product portfolio of both the companies will not overlap and Typical is not in competition with Pfaff.

In the meanwhile, Typical has employed 17 former employees of Pfaff and is waiting to hire more after Richter finalizes his team. According to the business plan the number of employees at the European subsidiary will rise up to 100 in the next three years.



Michael Chen, GM, Typical Industries, China

Typical, the biggest Chinese Industrial sewing machine manufacturer has more than 2,500 employees in Xi'an and all over the world. It has more than 60 years of history which makes it the most traditional company of this industry.

Clariant Inaugurates New Leather Service Centre in Kolkata

Seeing the increasing demand for leather products and realizing the need of customers, Clariant Chemicals recently inaugurated a new leather service centre in Kolkata. The centre will provide technical service to the customers in West Bengal region. The lab is equipped with latest equipments and technology that will help in meeting the most stringent demands of customers in the leather industry. On the occasion, **Mike Lyons**, Regional Leather Head, Asia Pacific said, "Due to global financial crisis, entire industry is suffering, however, we believe that the Indian leather industry is extremely resilient and will be able to fight with the situation quite well."

"The lab is equipped with all the requisite dyeing drums to service colour matching requirements of many small and medium tanners of Kolkata, we will help tanners to develop new articles with our wet end and beam house equipments," expressed **P. Rajasekaran**, Head of Leather Business in India.

The lab is connected to Common Effluent plant of Kolkata Leather Complex and has the



P. Rajasekaran, Head – Leather Business of Clariant Chemicals inaugurating Leather Laboratory at Kolkata

appropriate effluent pre treatment equipment. The lab will be highly useful for small and medium sized tanneries that have the potential of executing small orders and offer high quality products. India has the largest number of leather technologists in the world and moreover, the Indian Government also encourages the sector as it creates new employment opportunities, thus a centre like this will be a bonus for everybody.

Prime Textiles' Godown Catches Fire

Prime Textiles Ltd. has informed that a fire occurred in the godown of the company's Garment Division Unit on 8th May 2009 around 8.15 pm. Finished goods, semi finished goods and fabrics were stored in the godown. The estimation of loss/damage works out to Rs. 5.50 crore as per **Raj Purohit**, the General Manager of the Garment Division. He further added, "Reason of fire is still unknown as the godown is sealed due to security reasons but it might have happened due to the lightening of the clouds. We can't say much as there was a power cut."

The loss caused to the unit by fire is covered by insurance. There is no disruption of the operation of the Garment Division Unit as a result of the fire and the Division is functioning normally.

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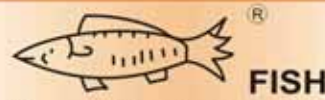
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जाली उत्पादन क्या है?

कोई भी उत्पादन जो इस तरीके से बेचा या पैक किया जाए जिससे कि उपभोक्ता भ्रमित होकर यह यकीन करें कि वे असली उत्पादन खरीद रहा है।

चेतावनी : हमारे पंजीकृत व्यापार चिन्हों का अनाधिकृत तरीके से उपयोग कानूनी कार्रवाई का विषय होगा।

हमें उन लोगों के विरुद्ध जो ऐसे कार्यों से हमारे अधिकारों का हनन करते हैं कार्रवाई का अधिकार है। हमारा दृढ़ विचार है कि हमारे मार्क, संकेतों, चिन्हों तथा प्रतीकों का इस प्रकार से दुरुपयोग नागरिक तथा आपराधिक कानून के तहत मार्क उल्लंघन, सौदा अधिनियम के तहत अनुचित प्रतिस्पर्धा तथा मार्क तनूकरण अधिनियम के तहत अपराध है। बहुत से अपराधी यह नहीं समझते कि इन प्रावधानों के उल्लंघन द्वारा वे भारतीय मार्क अधिनियम 1999 (जिसमें वर्ष 2003 के नियम समाविष्ट हैं) की धाराएं 102, 103, 104 और 115 के तहत और भारतीय दंड संहिता की धारा (IPC) 481, 482 तथा 483 के तहत दण्ड्य अपराध कर रहे हैं, जिनमें नकली माल की जब्ती, गरी जुर्माना और कारावास (जेल) का प्रावधान है।

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फोन : 91-11-2638.3311, 2638.6611, 4050.3311, 4061.6011 (10 लाइनस प्रत्येक)

॥ हम सिलाई के मौलिक घटक का संवर्धन करते हैं ॥

। आधुनिक सिलाई मशीन। एम्ब्रॉडरी मशीन। स्ट्रेट नाईफ क्लॉथ कटिंग मशीन। राउन्ड नाईफ क्लॉथ कटिंग मशीन। क्लॉथ एन्ड कटर्स। क्लॉथ झीलर्स। हॉट क्लॉथ झीलर्स। थैड कोन वाइन्डर्स। नीडल डिटेक्टर्स। क्लच मोटर। इन्डक्शन मोटर। सर्वो मोटर। मोटर पुल्ली। टेबल-स्टैन्ड। टाईमिंग बैल्ट्स। वी बैल्ट्स। स्पोट रिमुविंग स्प्रे गन। स्टीम प्रैस। टैफलॉन शूज। स्टीम बॉयलर्स। इलेक्ट्रिक स्टीम आयरन। टेगिंग गन। टेग नीडल। गेज सेट्स। नीडल प्लेट्स। फीड ड्रॉग। प्रेशर फीट। हैमर फीट। नीडल क्लैम्पस। नीडल। नीडल बार। थैड स्टैन्ड। लूपर। फोल्डर। बाइन्डर्स। थैड कटर्स। कैंची। पिंकिंग शियर्स। बटन होल नाईव्ज। ओवरलॉक नाईव्ज। राउन्ड नाईव्ज। स्ट्रेट नाईव्ज। बैंड नाईव्ज। कैड/कैम नाईव्ज। हुक सेट्स। शटल। बॉबीन केस। बॉबीन। बॉबीन वाइन्डर्स। पेचकस। स्क्रू रैच। सिलाई मशीन पेंच। ग्रानडिंग स्टोनस। एमरी बैल्ट्स। ऑयल फिल्टर्स। मार्कर पैन। टेलर चॉकस। आदि-आदि।



Gurpreet Anand is Regional Manager at Blair International

With an experience of more than 27 years in the Apparel Industry, Gurpreet Anand is geared to take up a new challenging role at Blair International. She has recently joined the company as Regional Manager, Indian Subcontinent and will look after India operations.

Gurpreet, an old timer of the industry, was handling operations at Colby International which was later acquired by Li & Fung. After taking a break

from the industry for one year she has joined back with full enthusiasm and optimism. "My aim would definitely be to take the company to new heights and widen its horizons," said a confident and charged up Gurpreet. She feels that India has a lot of potential and indicates that sourcing for the company might increase in the coming year. The *AO Team* wishes her the best in her new assignment.

Li & Fung Acquires Talbot

The process of mushrooming under the huge corporate umbrella is not yet over at Li & Fung and the company recently acquired Talbots Inc., a specialty retailer cataloger, and e-tailer of women's apparel, shoes and accessories. Operating under the brands Talbots and J. Jill, The Talbots Inc. currently operates stores in 869 locations in 47 states, the districts of Columbia and Canada with 592 locations under the Talbots brand name and 277 locations under the J. Jill brand name. Both brands target the age 35 plus customer population. The company's annual revenue in 2007 was \$ 2.2 bn out of which Talbots accounted \$ 1.8 bn and J. Jill \$ 478 mn. After the acquisition, all sourcing for Talbots and J. Jill would be done by Li & Fung buying offices.



Levi Strauss India Pvt. Ltd. Shifts its Chennai Operations to Bangalore

In a major consolidation drive, Levi Strauss recently moved its Chennai office to Bangalore. H.S. Viswanath from the company confirmed the news and said that the entire staff at Chennai has been shifted to Bangalore. The step was taken to simplify logistics and consolidate operations to one location, however sourcing

and other activities from Chennai will not come to a halt. Founded in 1853 by Bavarian immigrant Levi Strauss, Levi Strauss & Co. is one of the world's largest brand-name apparel marketers with sales in more than 110 countries. The company is known for its wide and elegant range in jeans and casual pants.

JCPenney Appoints New Fabric Sourcing Head

Few issues back *Apparel Online* had reported that JCPenney's Fabric Division was currently headless. However according to industry sources, Manish Ahluwalia who has expertise in fabric sourcing working with companies like Maral Overseas, SPL and most recently the Pratibha Syntex, has been appointed as the new fabric sourcing head at the buying office. This is indeed good news and we wish Manish a long and fruitful tenure.

Tesco Gets a New Country Manager

Shantanu Singh will be looking after Tesco's India operations as the Country Manager which was earlier handled by Michael Vennette. He was earlier heading the kids wear department at Tesco and was with the company for many years.

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