

COUNCIL FOR LEATHER EXPORTS
3rd DESIGNERS FAIR
 www.designersfairindia.com
Design for Development

Feb, 1-3
2018
 HOTEL ITC
 GRAND CHOLA
 CHENNAI



3rd Designers Fair, Feb. 1-3, 2018, Chennai

Introduction

Design” is one of the key areas identified in the initiatives under ‘Make in India’ programme for the Leather Sector. Accordingly, the Council for Leather Exports organized two successful editions of Designers Fair in 2016 and 2017 in Chennai, wherein overseas and Indian Designers and Design Institutions presented their product designs/ prototypes to the Indian manufacturers and exporters of leather, leather products and footwear.

The idea of organizing the Designers Fair is to attract the Designers to India for entering into Partnerships with Indian Manufacturers of leather, leather products and footwear in areas like procurement of Design Projects of Overseas Designers, tie-ups in own in-house Design Development etc.,

The designer fair provides an opportunity to the Indian manufacturers and exporters to see the wide range of display their wide range of designs/prototypes of leather, leather products and footwear in India itself.

In the 2017 edition of the designer fair, 34 overseas designers from 30 companies and 8 Indian designers/institutions participated. Besides, the fair was attended by 375 business visitors resulting in generation of business worth more than USD 5,00,000 .

Considering the success of previous 2 editions of Designers Fair, the Council for Leather Exports organized the 3rd edition of the fair during Feb. 1-3, 2018 at Hotel ITC Grand Chola, Chennai, with financial assistance under Market Access Initiative Scheme (MAIS) of



Brochure of the fair

Department of Commerce, Ministry of Commerce and Industry, Govt. of India.

Preparations for the 3rd edition of Designers fair

CLE undertook an aggressive mailing campaign by sending invitations to more than 100 designers as per the database of CLE.

The Council had also engaged Ms. Karen Giberson, President, Accessories Council, USA and Mr. Antonio Munar of Munar Consulting as Designer Directors for USA and Europe respectively for mobilizing the new designers for Designer Fair. Besides Dr. Mallik, Consultant was engaged for mobilizing designers from Russia.

E-mails and printed brochures were circulated to members of the Council so as to mobilise visitors to the fair.

3rd edition of Designers Fair

The 3rd edition of Designers Fair was held at Hotel ITC Grand Chola, Chennai from Feb. 1-3, 2018. The following 36 overseas designers from 30 design companies and 11 Indian designers/institutions displayed their wide range of designs of leather goods, footwear, printed leather etc., in this event. The designers were from countries namely USA, Italy, Russia, France, Portugal, Spain , Brazil and UK,

3rd DESIGNERS FAIR, CHENNAI,

FEB. 1-3, 2018 – LIST OF DESIGNERS

S. No.	Design Company and Designers	Product
1	Ms.Alexis Isabel, Alexis Isabel, LLC, USA	High-Heeled Pumps, Boots, Sandals, Ballerina Flats
2	ARSutoria School, Italy	Arsutoria Trends Guide, School Design Courses, Arstrends.com
3	Mr. Walter Bettini Bettini & Penazzato, Italy	Sample prototype and sketches, Fancy, Trendy, Elegant, Casual, Confort Shoe-Sandal-long and short boot
4	Mr. Emilio Alarcon Llamas, Emilio Alarcon Diseno, S.L, Spain	Spring/Summer woman shoes Fall/Winter woman shoes designs
5	Mr. Claudio Goretti Goretti Studio Design SNC Italy	Man, Lady & Kids – Sport, Casual, Casual-Sport, Young-Trend Street City, Sneakers Type etc. Shoe samples, sole projects, Upper Designs
6	Mr.Heather Hubbard HLH, SJP Collection, USA	Leather Handbags, Design Sketches
7	Mr. Scoccia Stefano Lauro Designer SAS, Italy	Woman and men shoe prototype/sample odds – sample shoe designs – sample sole designs Summer and winter collection. Our collections includes casual, active, urban, street, elegant, contemporary and cosmopolitan styles for both man and woman in different constructions (lasted, tubolar, high heels, sandals, etc.)
8	Ms.Sonal Verma, Rara Avis, New Delhi	Swatches, Bags, Clothing
9	Ms. Sabrina Yuanwen Zeng Sabrina Z International Inc, USA	FW18 Leather Bags, New Pleats designs
10	Ms. Swati Mehrotra Swatimodo Creations Pvt Ltd. New Delhi	Shoes, Bags and Leather Jewellery
11	Mr.Tonino Cannucci, Italy	Finished prototypes with plastic last
12	Mr.Guillermo Coll Munar New Digital Shoes Collection, Spain	Shoes trend book-woman/men, Shoes collection, Bags trend book – woman/men
13	Ms Shannon M Perkins Shannon Monique, USA	Multiple Leather Handbags and earrings
14	Ms.Anastasiya Kuchugova Ms.Ekaterina Lemeza Anastasiya Kuchugova, Russia	Cloak, Skirt, Dress, Jacket, T-shirt, Pants
15	Mr.Victor Barbieratto Barbieratto Strategic Design, Brazil	Shoes, Advertising, Small Products
16	Mr.Puranjan Mazumder FREYA IIDF, Kolkata	Leather Handbags & Small Leather Goods
17	Central Footwear Training Institute, Chennai	Shoes of different segments
18	Mr. Lucius Vilar Ms. Isis Elaine De LUV Studio, Brazil	Prints applicated all over the textile & leather and other designed products with the application
19	Mr.Jean Marc Pedeboy Strategies, France	Romans CAD Software, a complete platform from design to manufacturing
20	Mr.Jay Lakhani, Deepa Gurnani, USA	Embroidered Leather Accessories & Swatches
21	Mr.Manmath Shetty Manmade, India	Traditional Indian Hand work made of leather, cotton, jute, areca, banana fibers and natural materials.

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22	Footwear Design & Development Institute, Sriperumbudur	
23	Mr.Constance Victory Small Victoire Focx Accessories, USA	Leather High Waisted Skirts, Leather Cocktail Dresses, Leather Belts, Leather Handbags
24	Mr.Paulo Sergio Almeida Ferreira, Project ID, Portugal	Flyers, Brochures, Panels
25	National Institute of Fashion Technology, Chennai	Garments, Bags, Shoes and other accessories
26	Mr.Raquel Cozar Llado Cozarllado, Spain	Leather Handbags
27	Central Leather Research Institute Chennai	Leather & Colour Trends for Spring summer 2019 season
28	Ms Carolina Palla Neves Ms. Graca de Fatima Palla, PALLAS, Portugal	Bags and Shoes
29	Ms Helena Lau, Artisanal Studios, USA	Portfolio book of images showing various designs that's been made/produced for USA brands by Mills I currently represent
30	Mr.Luca De Vita Luca De Vita Stilista, Italy	Woman sketches, boots and sandals
31	Ms.Elena Masterova, Ms.Maria Kazakova, USA Jahnkoy Burkindy, USA	Shoes, Garments Accessories, Jewelry bags etc.
32	Ms.Leigh Ann Barnes Ms. Lorraine Mercier Weissman Leigh Ann Barnes LLC USA	Handbags (backpacks, duffel bags, travel, ladies handbags, clutches, etc) Accessories (cuffs, belts, wraps, necklaces) Apparel (jackets, dresses, tops, skirts, pants)
33	Ms.Cindy Chen-Derkacz C2D Consulting,LLC, USA	Footwear, Handbags, Pet
34	Mr.Frank La Mendola Frank LaMendola Handbags, USA	Handbag Design Consulting, Trend Research, Product Development, Technical Design
35	Mr.Denis Valentinovich Orlov Den Orlov Studio, Russia	Leather Bags, Backpack, Briefcases, Belt & Wallets
36	Ms.Ann Williams Schwilliamz Creative Consultants Inc., USA	Children.Women and men footwear designs and finished products
37	Mr.William Johnston The Design House London Ltd(Accessories), UK	Multiple Accessories Designers, Trend Reports, Store Reports, Sample Buying
38	Mr.Matthew Spicer The Design House London Ltd, (Footwear), UK	Multiple Accessories Designers, Trend Reports, Store Reports, Sample Buying
39	Mr.Girijan V.K Cordwainer, India	Ladies & Men sandals, Men's shoes
40	Mr.Niteen Kumar Sinha Fume Designs, India	Leather bags, Leather Belts, Leather wrist band, Leather Hair band, Leather Pendant, Leather Necklace, Leather painting, Leather garment.
41	Mr. Shahrukh Zaidi Studio SRZ ,India	Leather Goods

The fair attracted about 230 business visitors.

Inauguration of the fair

The 3rd edition of Designers Fair was inaugurated by Shri Anil Agrawal, Joint Secretary, Department of Industrial

Policy and Promotion, Ministry of Commerce and Industry, Govt. of India, in the presence of Shri Mukhtarul Amin, Chairman, CLE ; Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE ; Shri Naresh Bhasin, Convenor, Designers Fair 2018, Shri R. Ramesh Kumar,

Executive Director, CLE; Shri V.K.Singh, Under Secretary, Department of Commerce; Shri Arun Kumar Sinha, Managing Director, Footwear Design and Development Institute and industry representatives.



Chairman, CLE and Vice- Chairman, CLE welcoming Shri Anil Agrawal, Joint Secretary, Department of Industrial Policy and Promotion to the Designers Fair 2018



Inauguration of Designers Fair 2017



Shri Mukhtarul Amin, Chairman, CLE welcoming Shri Anil Agrawal, Joint Secretary, DIPP



Shri P.R.Aqeel Ahmed, Vice- Chairman, CLE welcoming Mr. Rakesh Biyani, Director, Future Group



Shri Naresh Bhasin, Convenor, Designers Fair 2018 inviting Shri V.K.Singh, Under Secretary, Department of Commerce



Shri R. Ramesh Kumar, Executive Director, CLE welcoming Dr. B. Chandrasekaran, Director, CLRI



Shri R. Ramesh Kumar, Executive Director, CLE welcoming Shri Arun Kumar Sinha, Managing Director, FDDI



Shri Naresh Bhasin, Convenor, Designers Fair 2018 speaking at the inaugural function

Shri Naresh Bhasin, Convenor, Designers Fair 2018 welcomed the dignitaries, designers and business visitors to the fair. Shri Bhasin stated that Designers are the brand ambassadors of the huge potential provided by the Indian leather industry for overall growth and development.

Stating that design and innovation can change the perception about a company, Shri Bhasin stated that this is the perfect time for handholding of the industry by the designers. Speaking about the huge prospects for designers in the domestic industry, Shri Bhasin requested the designers to keep innovating and keep handholding.

Shri Mukhtarul Amin, Chairman, CLE stated that this edition is more important because it is inaugurated by Shri Anil Agrawal, Joint Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Govt. of India.

Shri Mukhtarul Amin, Chairman, CLE stated that though India is the 2nd largest producer of footwear, 7th largest global exporter of leather, leather products and footwear and 2nd largest exporter of leather garments and 4th largest exporter of leather goods, what we need to become No. 1 in the world is “Designing”.

In this context, the Designers Fair is more important as this fair provides a win-win situation for both designers and for manufacturer/exporters. This fair has seen increase in number of designers year-after-year and many

repeat participation from designers also, which indicates the extent of business and long term partnership prospects that this event offers.

Shri Amin Stated that Brand Promotion is an important component under the special package unveiled on Jan. 31, 2018 by Hon'ble Union Commerce and Industry Minister. Shri Amin concluded by stating that with the help of Designers, we will be able to achieve the objective of promoting our own brands, as per the vision of the Government.

Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE stated that we all have to thank Shri Naresh Bhasin, Convenor, Designers Fair 2018 and the Design Directors Ms. Karen Giberson and Mr. Antonio Munar for organizing another successful edition of Designers Fair. Shri Aqeel Ahmed stated that Fashion



Shri Mukhtarul Amin, Chairman, CLE addressing the participants at Designers Fair inauguration

statement is associated not only with the dress of a person, but also with the shoes and accessories that he/she is wearing. Sometimes, Shoes also Speak.



Lighting the lamp at Designers Fair 2018 inauguration



Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE speaking at the inauguration

The market is now oriented towards products that are more comfortable and fashionable. We need to make products taking into account the varied needs of the different markets. Shri Ahmed concluded by thanking the Government of India for providing financial assistance to the Designers Fair.

Shri Ramesh Kumar, IAS, Executive Director, CLE stated that the Government of India has identified leather as a Focus Sector under Make in India. In the Make in India workshop held in Dec. 2014, Design was identified as a major component in the action plan under Make in India. Designers Fair was accordingly conceived as a major event, as per the requests of the industry. There is no design event in the world which witnesses such a large scale participation from designers across the world.



Shri Anil Agrawal, Joint Secretary, DIPP addressing the gathering

Shri Anil Agrawal, Joint Secretary, DIPP stated that the Government of India is consistently working for the development of the leather industry. The USD 400 million special package announced for the industry will take the industry to new heights, as it addresses varied needs of the industry right from CETP up-gradation to brand promotion.

Shri Anil Agrawal appreciated the efforts of the CLE in organizing the Designers Fair, with the assistance of Department of Commerce. Shri

Agrawal assured the full support of Government of India for the efforts of the industry.

Shri Rakesh Biyani, Director, Future Group stated that he is glad witness significant contribution of India to the world. Shri Biyani stated that there is a huge and growing middle class in India and Indian consumers also ask for the best –in-class products.

Thereafter, Shri Anil Agrawal, Joint Secretary, DIPP released the exhibitors catalogue of Designers Fair 2018



Release of Designers Fair 2018 exhibitors catalogue



Shri Ramesh Kumar, IAS, Executive Director, CLE



Shri Anil Agrawal, Joint Secretary, DIPP interacting with a designer

BUSINESS MEETINGS AT THE FAIR



Valedictory Function

The Valedictory function of the fair was held on Feb. 3, 2018. Shri Naresh Bhasin, Convenor, Designers Fair 2018 thanked the designers and business visitors for making the fair a huge success. Ms. Karen Giverson, Design Director, USA and Mr. Antonio Munar, Design Director, Europe also spoke at the event. Few Designers also shared their experience about the fair at the valedictory function.





Ms. Karen Gliberson, Design Director, USA



Mr. Antonio Munar, Design Director, Europe

Designers Speaking at the event



Business Order

As per feedback received from the Designers, spot orders to the tune of USD 52,050 and future expected orders worth USD 5, 06, 400 were

generated during the Designers Fair 2018.

Conclusion

Yet another edition of Designers Fair

ended on a highly successful note. The Designers Fair has now become a regular feature in the global trade fair calendar for the leather industry.

