

ENRICHING OPTIMISM

India's only and biggest platform for footwear and accessories brands and retailers was graced by exhibitors of global reputation.



■ Report by Mr. A. Fayaz Ahmad, Assistant Director, Council for Leather Exports (CLE)

The shoes and accessories market in India is growing at a steady rate and the footwear market is set to experience phenomenal growth. The burgeoning Indian middle class is the biggest driver of consumption, propelling the growth of the industry— all of this bolstered by the fact that India has been rated as the second most attractive emerging market for investment and the fifth largest retail destination by AT Kearney. Pegged at US\$342 billion, the Indian retail market is expected to go up to US\$833 billion by 2015 as per CB Richard Ellis. With a population of 330 million people (30% of the population) living in cities, 35 million (11% of this urban population) are categorized as mass affluent. India has recorded a sustained GDP growth of about 6% per year since 1991, which has led to a dramatic increase in per capita disposable income of the urban population. India's consumption story is set to maintain its course of about 7-8% growth over the next three years. Multinationals are committing resources to India not only for manufacturing but also for innovation. Indian managers are being given positions of power to steer growth in emerging markets.

ISAF'16: ENRICHING OPTIMISM

Like every year and yet quite grander than the last, India Shoes and Accessories Forum 2016 was held at Mumbai's opulent Renaissance Mumbai Convention Centre Hotel from March 15 to 16, 2016. India's only and biggest platform for footwear and accessories brands and retailers was graced by exhibitors of global reputation. ISAF is a mega projector for Brands, Manufacturers, Retailers, Chain Stores, Distributors, Wholesalers, Designers, Line developers, Exporters & Importers, Trade bodies & Councils, Buying offices and buying agents and Trend colour, forecast & Research organizations.

India Shoes and Accessories Forum was held along with India Fashion Forum, and it makes up two-thirds of the entire event. Speaking at the inaugural session of India Fashion Forum 2016, Mr. Debashish Mukherjee, Head, Consumer & Retail, A.T. Kearney said, "Indian fashion and lifestyle segment is witnessing a paradigm shift. Indian organized retailers need to pay more attention to women consumers. Overall, the fashion and lifestyle market in India is currently estimated to be around Rs.221,000 crore and is poised to grow at 12% CAGR to Rs.394,000 crore over the next 5 years. Accessories market share that include apparel accessories, bags, wallets, belts, fashion jewellery, time wear and eyewear would grow from 8.8% to 14% during the forthcoming five year period."

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& Retail, A.T. Kearney, India said, "Indian fashion and lifestyle segment is witnessing a paradigm shift. Indian organized retailers need to pay more attention to women consumers. Overall, the fashion and lifestyle market in India is currently estimated to be around Rs.221,000 crore and is poised to grow at 12% CAGR to Rs.394,000 crore over the next 5 years. Accessories market share that include apparel accessories, bags, wallets, belts, fashion jewellery, time wear and eyewear would grow from 8.8% to 14% during the forthcoming five year period." India Shoes and Accessories Forum was concurrently held with India Fashion Forum, and it makes up two-thirds of the entire event.

In his keynote address, Mr. Kabir Lumba, Chairman of India Fashion Forum and Managing Director, Lifestyle International stated, "We as an industry have moved reckless optimism first 7-8 years to pessimism in 2008 and then gradually moving to cautious optimism and now to sensible optimism as we align with the consumer in making his choice easier for the product with pricing."

The exhibitor's profiles include new generation fashion brands in Footwear, Bags, Belts, Wallets, Socks, Fashion Accessories, Safety Shoes & Accessories, Shoe care products and Foot care products. Names like Adidas, Affluence, Alberto Torresi, Aveitos, Benetton, Carvel, Crocs,

Derby, Fitflop, Helios, Hello 10, ID, Inc.5, Lee Cooper, Metro, PRO, Provogue, Puma, Reliance Footprint, Roman CAD, Ruosh, Selene, Skechers, Tommy Hilfiger Arvind Fashion, Cross, Valentino. to mention a few, made up the long the list of exhibitors at ISAF'16.

The first day of the event witnessed the launch of Hello 10, a retail brand, by Mr. Adarsh Gupta, former promoter of Liberty Shoes, and the later part was taken up panel discussions participated by industry stalwarts like Mr. Inder Dev Musafir, Co-promoter and Director of M&B Footwear, Mr. Ishaan Sachdeva, Director, Alberto Torresi, Ms. Sonita Unadkat, Founder-Urban Shore London, Mr. Rafique Malik, Managing Director, Metro Shoes and Mr. Vikas Bagga, Senior Brand Consultant, to mention some, who deliberated on topics ranging from Make in India to e-commerce in India.

ISAF provided an opportunity for first hand assessment of the footwear and accessories retail market in India and it is an international platform to showcase the products through international styled display arrangements. ISAF provides a skylight of opportunity to meet a transverse section of the potential business associates, retailers, distributors, wholesalers, importers as well as manufacturers. The ISAF show has once again reflected that the industry of footwear & accessories is developing rapidly, and exhibitors & professional visitors are keen on strengthening business relations and going international. The forum included conferences, plenary and round-table discussions, presentations, seminars, professional skills competitions focused on business management and promotion. The forum brought together 3000 representatives of leading companies from regional and national markets of footwear & accessories – manufacturers, distributors as well as independent experts and

specialized press. For fresh entrepreneurs, this exposition proved to be a golden opportunity to explore the potential of this burgeoning industry. It not only gave them a chance to capitalize on retail business opportunities in the region, but also provided a perfect analysis to understand consumption and buying patterns across the country.

Expectedly, ISAF 2016 witnessed a very high quality footfall and the number of influencers of retail, brands and retailers present at the event jumped to 25% from 19% last year. "It makes us proud that we have been able to make ISAF a much bigger platform for brands and retailers alike. This gathering of stakeholders at one place certainly creates an atmosphere for all to discover as well as to take forward a lot of opportunities. The unspoken optimism in the market was visible in the event. We are glad that ISAF'16 was able to do its share to alleviate the mood," said Mr. Amit Chopra, Managing Director, Shoes and Accessories.

Hello 10, the Knowledge Partner to ISAF'16, launched its unique concept which will redefine small format mom & pop retail Pan India. Hello 10 would be converting hundreds of multiband retail outlets from Kashmir to Kanyakumari into Franchise Store. The new MBO concept will offer curated merchandise of dozen top national & international brands at affordable price brackets, with Products ranging from footwear, sports goods, sports & fitness apparels, Ladies Bags and leather accessories, Travel Bags & Accessories and lifestyle accessories. Mr. Adesh Gupta, Founder & Managing Director, Hello 10, in his presentation held on the 15th March 2016 stated: "Hello10 will cut down transaction time from 60 minutes to 20 minutes and will provide amazing shopping experience to its customers."

Brands in the ISAF 2016





SRL Trading has newly introduced its own brand AF-FLUENCE and exhibited in the ISAF for the first time. The Affluence brand is positioned as luxury product in the high-end price range and is targeted for sale in the domestic retail market. The product characteristics of Affluence brand is primarily of formal shoes and dress shoes made of premium quality leather. Mr. P R Aqeel Ahmed, Managing Director of Florence Shoe Company Pvt. Ltd., who is also the Regional Chairman (South) of the CLE, was present in the Fair and explained his brand positioning to the trade visitors.

Supported by All India Footwear Manufacturers & Retailers Association (AIFMRA), Footwear Wholesalers Association (FWA), Agra Footwear Manufacturers & Exporters Chambers (AFMEC), Council for Leather Exports (CLE) & Footwear Design & Development Institute (FDDI), the two-day magnum opus of the footwear and fashion business saw the world of fashion and retail converge to learn, share and evolve, and unfold the business of footwear and accessories for the future. The presence of apparel brands and retailers along with a host of textile majors, shop fit and IT companies concurrently showcasing at the India Fashion Forum helped networking synergies for the footwear and accessory players.

Brands in the ISAF 2016



Speaking at the Forum, Mr. Sandeep Kulhali, Vice-President (Retail & Marketing), Tanishq, Titan said, "No online jewellery business is making money. It is not very online friendly. Jewellery market is more for offline consumption than online." Speaking on the online format, Mr. Rishab Soni, Managing Director of SSIPL Group that has an exclusive license for Nike shoes, said, "Nike strategy is to sell in a proper hygienic manner without losing value. Though online contributes 5-7 per cent of sales, it dilutes the brand value and position." On the contrary, the apparel sales on e-commerce are going great guns. "Amazon will be the largest apparel retailer in US by 2020 and it will reach a turnover of \$60 billion followed by Macys at \$25-30 billion. Watches and footwear segment will trail the apparel segment in retail," said Mr. Sandeep Mukherjee, Head, Indian Sub-continent, SAP Hybris.

Earlier, triggering the panel discussion at the forum, Mr. Abheek Singhi, Senior Partner and Director, The Boston Consulting Group, said, "Indian retailer must take cues from their global counterparts to opt the right omni-channel initiatives to ensure success over the medium to long term period." Citing a case study at an interactive session of India Fashion Forum 2016, Mr. Abheek Singhi said, "Amazon has outperformed its peers on the bourses over a 10-year period, but Macys a less known retailer has performed well over five year due to its right omni-channel initiatives." Stating that there is no offline and online world, Mr. Abheek Singhi pointed out that customers undertakes research, locates the products and store online or on his way to the store. "Sales made in stores, but influenced by online channels," Mr. Abheek Singhi said. "In US and UK, eight out of ten and seven out of the successful ten e-commerce players wear originally brick and mortar retailers," Mr. Abheek Singhi said adding that Indian brick and mortar retailers must learn to engage their customers from the learnings of their US and UK retailers.



Shri P R Aqeel Ahmed, Managing Director, Florence Shoe Company Pvt. Ltd., interacting with business visitor



Shri P R Aqeel Ahmed, Managing Director, Florence Shoe Company Pvt. Ltd., interacting with Shri Amitabh Taneja, Editor-in-Chief of Shoes & Accessories magazine.

CLE participation in ISAF 2016

As part of the activities of the Domestic Industry Cell, the CLE participated in the ISAF 2016 and had an information booth, in which publications of CLE including monthly magazine Leather News India, Directory

of Members of CLE, and Facts & Figures of Export of Leather & Leather products were displayed. Besides the brochure of India leather industry, brochure on benefits available on becoming a CLE member, Information material on Domestic Industry Cell and IDLS Scheme information materials were freely circulated to the trade visitors.

Mr. Naresh Bhasin, Regional Chairman (West), CLE, visited the fair and interacted with the Exhibitors. Mr. P R Aqeel Ahmed, Regional Chairman (South), CLE, visited the Fair and has held interactions with the business visitors, and with Shri Amit Chopra, Managing Director, Images Access Multimedia Pvt Ltd, and Shri Amitabh Taneja, Editor-in-Chief of Shoes & Accessories magazine.

Mr. D.K. Acharya, Regional Director (West), CLE, Mumbai, organized the CLE Booth and display of publications and publicity materials in the Fair. Mr. Arvind Dutta, recently appointed as Export Promotion Officer in CLE Mumbai, has provided necessary assistance in the CLE Booth and interacted with the trade visitors.



Shri. P R Aqeel Ahmed, Regional Chairman (South), CLE flanked by Shri. A. Fayaz Ahmad, Assistant Director- CLE, Head Quarters, Chennai, to his right and Shri. Arvind Dutta, EPO, CLE, Mumbai, to his left



(L to R) Shri D K Acharya, Regional Director (West), CLE, Mumbai, Shri Naresh Bhasin, Regional Chairman (West), CLE, Shri Syed Irshad Ali, Core Committee Member, CLE, Shri Surersh Bhasin, Ram Fashion Exports Pvt. Ltd., Shri Arvind Dutta, EPO, CLE, Mumbai.



Shri. A. Fayaz Ahmad, Assistant Director-CLE, Shri D K Acharya, Regional Director (West), CLE, Mumbai are seen with Shri Krishan Kumar, Manager, India Trade Promotion Organization (ITPO) and a visitor

Mr. A. Fayaz Ahmad, Assistant Director (ILDP & Domestic Industry Cell), CLE, Head Quarters visited the ISAF and had interactions with the trade visitors in the Fair and domestic industry representatives. Mr. A. Fayaz Ahmad, AD-CLE, has attended the Conferences, India Brand Show and Images Shoes & Accessories Awards ceremony and has held meetings with the trade visitors in the CLE booth and gave guidance on the policies, IDLS scheme, Mega Leather clusters etc. He also met the exhibitors and interacted with them and explained the role and activities of CLE towards the domestic industry.



Shri. A. Fayaz Ahmad, Assistant Director-CLE seen with Mr. Jean-Marc PEDEBOY, Romans CAD

CONFERENCES organized alongside ISAF

Conferences are an integral part of each and every industry; ISAF assemble together the most knowledgeable manufacturers, distributors, consultants and all the top players in the industry to enlighten with the latest trends, styles and patterns. Different groups of experts came together and discussed their experience and knowledge. Professionals from around the world shared their thoughts and experiences. The various topics of the Conferences are given below:

Conference at ISAF 2016



Day 1 – March 15, 2016

- Profitability in fashion - What makes fashion retail the most exciting and profitable business to be in
- Fashioning the fastest changing consumer market of the world - Debating and discussing the opportunities and challenges
- Dynamics of ever-changing fashion business and how CEOs are coping to get ready for the next decade
- Next 5 years of evolution for the fashion and lifestyle business
- WGSN : Understanding fashion & trend forecasting - Future fashion trends for Spring Summer 2017
- Special presentation on creating your brand story
- 'Big Data' - Decoding the fashion landscape
- Next-generation of Design and 3D technology
- Big opportunity in fashion, shoes, accessories, beauty and lifestyle - winsome global appeal, fast runway ahead for the Indian market

**Day 2 – March 16, 2016**

- The next 'Unicorns': Working with fashion innovators and entrepreneurs and creating companies of the future
- Style-vision: Global Intelligence, Local Thinking: How to translate trends into successful products for the India market
- Buying and sourcing from a retailer's perspective - What's next and how to make it ready for the omni channel climate and rapidly changing consumer trends
- Smart Stores' for smart shoppers - the store of the future that is needed today, and very much possible to build today - Trends in retail fashion environment – to maximize the capabilities of digital and Omni Channel retail
- Future of wearable technology - a pioneering spirit and an icon of next-generation fashion innovation
- Fashion – An excellent investment opportunity
- The future is Omni channel: Revolutionizing the retail experience through smart payment system
- E-mall to Omni-channel: Setting the stage for collaboration success



- Creating the Soul of Fashion : Fashion in a new millennium
- Growing the essence of privilege and casual luxury - Curating lifestyles of the affluent consumer the blue ribbon – Taking luxury to India's next pie of affluent consumers



All India Footwear Manufacturers and Retailers Association (AIFMRA), held its Annual General Meeting at the show, represented by its core members. Mr. Rafique Malik, Chairman, AIFMRA deliberated along with others over the Union Budget concerns. The members raised their concerns that in spite of their best efforts, the demands of the Footwear Industry were not met in the Union Budget 2016. They strongly felt that the Footwear Industry could play a significant role in the 'Make in India' initiative of the Government of India; however no major investment was made in the Industry due to high taxation and lack of infrastructure. Although a marginal relief was extended in the Budget in the form of increasing the abatement from 25% to 30%, the excise duty on non-leather footwear (which contributed a significant share of the Footwear industry), was still higher at 12.5% compared to leather footwear where the excise duty was at 6%. Even an option of a nominal rate of excise duty (if CENVAT credit not availed) which was available for many other Industries was not made available for the Footwear Industry. In this regard, AIFMRA members felt that AIFMRA should strongly take up the matter with Hon'ble Union Finance Minister. While approaching the Finance Minister, the AIFMRA should be in a position to provide sufficient facts with a view to make the representation effective. Similarly, once the committee for GST implementation is formed, the matter of preferred (lower) rate of GST on the footwear can be taken up.

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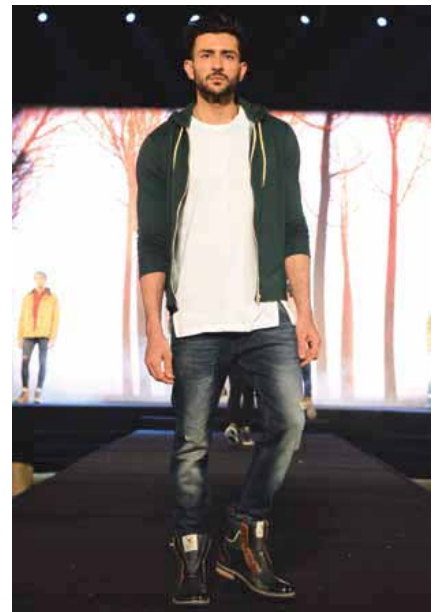


TRENDS - India Brand Show

The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends through various interactive sessions. Brands showcased their latest fashion offerings with style and panache. The evening of Day 1 at India Shoes & Accessories Forum witnessed "India Brand Show", which showcased look of the season and upcoming collections to the best of the retail world. Brands showcased their latest fashion offerings with style and panache with models and kids walking the ramp for various brands. Brands like Skechers, Pepe Jeans, Celio Paris, Lee Cooper, Tommy Hilfiger, Provogue, Vero Moda, Jack & Jones, Only, ID Footwear, Vitamins, Raymond Fine Fabrics and Raymond Ready to wear showcased their best collections on the ramp adding colour to the

night. 'India Brand Show' provides a stylistic way of doing business along with revelling in style, glamour and zest by providing a look-book to the future of creative designs, fast fashion and creating a new wave of fashion culture. Change is dynamic in fashion where established brands are constantly re-inventing themselves and new brands are paving new ideas, creating new categories in fashion and bringing a fresh feel to the ramp through new collections. It's all about creating the next wave of fashion consumption by forging new relationships between brands and retailers. In sum, India Brand Show comprehensively showcased a look-book to the future of creative designs, fire fast fashion – from ramp to the store and created a new wave of fashion culture.

India Brand show





In shoe care category, PRO, launched an exhaustive range of products. The parent company of PRO, MV Shoe care has been synonymous with expertise in the production and marketing of shoe care products for decades. Mr. Ketan Vyas, Managing Director, Woly, mentioned that the show has been a perfect platform for us to launch and establish our footprints in the Indian market and a superb platform for networking and showcasing new products.

IMAGES SHOES & ACCESSORIES AWARDS

The classic standard of excellence in the business of brands and retail from concepts, innovations, and designs to consumer recall, the ISAF honours the concepts and innovations created by the leading brands. The Award Ceremony is a prestigious way to motivate the top brands and people for their endeavours for promotion of the domestic retail trade. In a glittering ceremony, ISAF'16 hosted the Images Shoes & Accessories Awards on March 15, 2016. Industry stalwarts were felicitated for their contribution in helping the footwear and accessories industry take rapid strides.

The Images Shoes & Accessories Awards felicitation kick started with Woodland bagging the Retailer of the year Award. Mr. Harkirat Singh, Managing Director,

Woodland received the honours. After a successful overseas sojourn across Russia, China, Malaysia, Singapore, Canada and the UAE, Delhi-based Woodland has decided to foray into technology-based products like adventure watches and fitness bands and enter into African markets. Woodland is gearing up to introduce an exclusive company-owned sales portal by this year. The firm is in talks with retail players in South Africa and Zimbabwe for shop-in-shop and franchise-based sales. Woodland will be spending up to Rs.150 crore for its overseas business expansion by next year. The company also aims at raising its exports' contribution to the total turnover to 25 per cent by next year, up from 15%. The shoe and clothing major is trying to manufacture all its required products in India and for this, it has been adding two-three units each year to raise manufacturing capacity by 20% – 30% per annum. Having a strong online presence with selling 15% of its total products through e-tailing sites such as Amazon India and Flipkart, Woodland is gearing up to introduce an exclusive company-owned sales portal by this year.

Images Shoes & Accessories Awards were given away in a total of 12 categories. The categories and recipients are as follows:

Category of Award	Recipient of the Award
Most Admired Single-Brand Footwear Retailer of the Year	
Most Admired Multi-brand Footwear Retailer of the Year- North	
Most Admired Multi-brand Footwear Retailer of the Year- South	POPULAR SHOE MART
Most Admired Multi-brand Footwear Retailer of the Year – West	
Most Admired Multi Brand Footwear Retailer of the Year - National Chain	
Most Admired Fashion Accessories Retailer of the Year	
Most Admired Emerging Footwear Brand of the Year	
Most Admired Fashion Brand of the Year	 
Most Admired Online Footwear Brand of the Year	PROVOGUE
Most Admired Debutant Brand of the Year	JOHNSTON & MURPHY
Most Admired Footwear Retail Professional of the Year	Mr. AVTAR SINGH CHAIRMAN, WOODLAND

Images Shoes & Accessories Awards (ISAA) 2016



Shri Amit Maheswari, CEO, Exclusively.com presenting the Most Admired Single – Brand Footwear Retailer of the Year Award to WOODLAND. Shri Harkirat Singh, Managing Director, Woodland Shoes received the award



Shri P R Aqeel Ahmed, Regional Chairman (South), CLE presenting the Most Admired Fashion Brand of the Year Award to LEE COOPER. Shri Bhai Ajinder Singh & Shri Inder Dev Singh Musafir, Founder Directors, M & B Footwear Pvt. Ltd., received the award



Shri Amit Chopra, Managing Director, Images Access Multimedia Pvt Ltd, giving the Most Admired Multi Brand Footwear Retailer of the Year - National Chain to MOCHI. Ms. Alisha Malik, Director, Mochi received the award



Shri Naresh Bhasin, Regional Chairman (West), CLE presenting Most Admired Fashion Brand of the Year Award to ROUSH Mr. Vineesh Singh, Vice – President, Roush received the award.



Shri Amitabh Taneja, Editor-in-Chief, Shoes & Accessories Magazine, and Shri Amit Chopra, Managing Director, Images Access Multimedia Pvt Ltd., presenting the Most admired Footwear Retail Professional of the Year Award to Mr. Avtar Singh, Chairman, WOODLAND. The award was received by Mr. Harkirat Singh, Managing Director, Woodland Shoes

Images Shoes & Accessories Awards (ISAA) 2016



Mr. Jean Marc Pedebouy, Partner, Romans CAD presenting Most Admired Emerging Footwear Brand of the Year to Fitflop. Ms. Sonita Uandkat, MD, Fitflop received the award

Apart from the Shoes & Accessories Awards, a very special award has been instituted for the very first time by ID Footwear – an iconic brand conceived by Mr. Inder Dev Singh Musafir, a brand touching the chords of the youth ever since its launch in 2004. Taking the mantle upon itself, M&B Footwear invited the young and budding student designers from all the FDDI's and NIFT's to share unique and cutting edge design concepts that align with the core genesis of ID and its cult imagery. ID Emerging Creative Talent of the Year, was felicitated to Mr. Sarath AV, National Institute of Fashion Technology (NIFT), Gandhinagar.



Mr. Mladen Jevtic, Executive Director, Carvel Fashion India Ltd., presenting Most Admired Fashion Accessories Retailer of the Year Award to Charles & Keith. Mr. Kamal Pursnani, GM, Charles & Keith received the award



Mr. Inderdev Singh Musafir & Mr. Bhai Ajinder Singh, Founder Directors, M&B Footwear presenting award to Mr. Samarth AV, NIFT, Gandhi Nagar



Naps (India) Shoes Pvt.Ltd.,
a name to reckon for ladies shoes ...



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