

Designers Fair 2017



Shri Mukhtarul Amin, Chairman, CLE inaugurating Designers Fair 2017, along with Shri P.R.Aqeel Ahmed, Vice- Chairman, CLE ; Shri Naresh Bhasin, Chairman, Task Force on Design, CLE and Shri Israr Ahmed, Regional Chairman (South), CLE

Background

Leather Sector has been recognized as a Focus Sector under the Make in India programme announced by the Hon'ble Prime Minister of India during Sept. 2014.

Design plays a vital role in market penetration of leather products and footwear. A good Design substantially increases the value of not only the product but also the manufacturer or brand concerned. Considering the importance of Design Development for moving-up the value chain, Long Term agreement with foreign designers to create new designs for new markets and train local designers was included as one of the initiatives for leather sector under Make in India programme.

Accordingly, the Council for Leather Exports (an autonomous organization under Ministry of Commerce and Industry, Govt. of India) constituted a Task Force on Design under the Chairmanship of Shri Naresh Bhasin, Regional Chairman (West), CLE to implement various Design De-

velopment projects. As per the strategy formulated by Task Force on Design, the Council for Leather Exports organized the 1st edition of Designers Fair during Feb. 1-3, 2016 in Chennai under Phase 1 of the Make in India initiative with the objective of helping the Indian companies to meet popular designers in India itself and explore possibilities of not only procuring design projects but also entering into long term relationships for product development.

The 1st Designers Fair ended on a highly successful note, with the display of design and prototypes of famous designers from India and abroad. 29 designers (Italy – 10, USA – 8, Brazil – 3, Russia – 2, Belgium – 1, India – 2 and Design Institutions in India – 3) participated in this event. This fair resulted in generation of 1113 business meetings and business worth USD 1,30,000. In short, the 1st edition of Designers Fair has laid a strong foundation for more such events in future and has cre-

ated a positive impact about Indian Leather Industry in the minds of Prominent Designers. The fair helped in creating concrete business relations between overseas designers and Indian companies.

Considering the huge success of the 1st edition of Designers Fair, the Council for Leather Exports organized the 2nd edition of the Designers Fair during Feb. 1-3, 2017 at Hotel ITC Grand Chola, Chennai. The 2nd edition of the fair was organized with assistance of Government of India under Market Access Initiative Scheme (MAIS).

The Fair – in Brief

The 2nd edition was even more bigger with participation of 38 designers (including 34 overseas designers from 30 companies, 3 Indian Designers and 5 Design Institutions in India). The Designers displayed a wide range of design/s prototypes of shoes, travel goods, leather goods, leather garments etc., About 375 manufacturers and exporters from all over the country visited the fair. 2 Design Directors also participated in this event and interacted with a wide section of Indian manufacturers and exporters on design projects/trends

Preparations for the fair

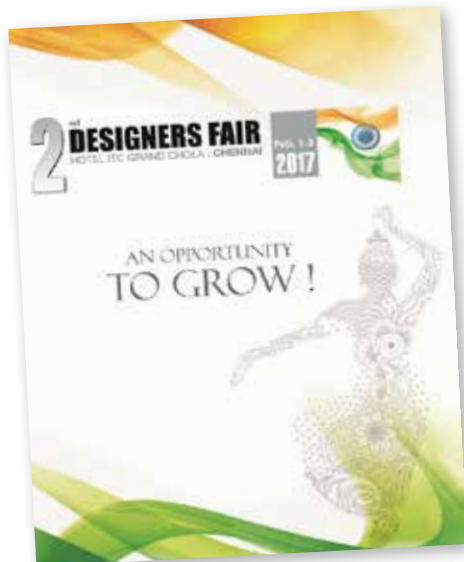
The preparations for the fair started in May 2016 itself with an invitation to the Designers who participated last year (2016) to participate in the 2017 edition also. Overwhelming response was received from last year's participants, with 17 out of 29 participants confirming their participation in the 2017 edition also.

A presentation meeting with Designers was held on Sept. 21, 2016 in Milan during the Lineapelle Fair in which large number of Designers participated.

The Council had also engaged Ms. Karen Giberson, President, Accessories Council, USA and Mr. Antonio Munar of Munar Consulting as Designer Directors for mobilizing the new designers for Designer Fair.

The Council also sent invitations to various Designers across the globe as per the database.

Presentations on Designers Fair were made in various Seminars and Workshops organised by CLE so as to mobilize visitors. Printed brochures were circulated to members of the Council two times. Besides, 4-5 e-mail blasts.



Brochure of the fair



Designers Meet in Milan, Italy

Participation of Designers

On account of aggressive marketing efforts undertaken, the 2017 edition of Designers Fair attracted 38 Design companies / institutions as shown below, as against 29 Designers in the 2016 edition.

The fair resulted in generation of Firm orders by Designers to the tune of USD 19,516 + Euro 64,000 and orders expected to the extent of USD 2,36,000 + Euro 2,58,000.

Country-Wise and Product-Wise Break-Up of Designers

Country	Designers	Product	Designers
Italy	09	Shoes	14
USA	10	Leather Goods	10
Spain	04	Leather Garments	01
France	02	Garments, Shoes, Leather Goods	01
Brazil	02	Shoes & Leather Goods	03
Russia	02	Institutions – India (CFTI – FDDI – NIFT-CLRI- Freya Design Studio)	05
Portugal	01	Printed Leathers	01
India	03	CAD Solutions	01
India - Institutions	05	Overseas Institutions (ARS SUTORIA, MODAPELLE)	02
Total	38	Total	38

Press Meet on Designers Fair, Jan. 31, 2017

The Press Meet on Designers Fair was held at 12.00 noon on Jan. 31, 2017. About 40 Journalists representing print and electronic media attended the Press Meet.

Speaking at the Press Meet, Shri Mukhtarul Amin, Chairman, Council for Leather Exports stated that all major overseas brands are sourcing from the Indian leather sector. The industry now is transforming from being a contract manufacturer, that is manufacturing products according to the designs of the buyers, to a trend-setter in Designs. The industry is now focused on the Design Development Initiative. The Designers Fair is organized by the Council for Leather Exports as part of the long term vision on Design Development. Last year's Designers Fair was very successful and helped the industry to showcase their new designs created by the Designers in various overseas exhibitions. The participation of Designers (38 nos) is bigger in the 2017 edition



Shri Mukhtarul Amin, Chairman, CLE

Shri Naresh Bhasin, Chairman, Task Force on Design stated that the 2nd edition of Designers Fair is 50% more than last year, when compared to the no. of designers participating. Stating that the best way to predict future is to create it now, Shri Bhasin stated that those to adopt to any change alone can survive in the highly competitive global market.



Shri Naresh Bhasin, Chairman, Task Force on Design, CLE

Stating that he has been interacting with the Designers at various forums including international fairs, Shri Bhasin stated that the feedback of Designers on this fair is positive and some of the collections of the Designers were exhibited by the Indian exporters in the Expo Riva Schuh Fair as well. On account of Designers Fair now being held in India, the Indian manufacturers and

exporters need not travel abroad and can meet popular designers in India itself. In the 2nd phase of Design Development initiative, CLE hopes to undertake the project of training students in India through Designers and also organizing training for designers/workers in overseas Design institutions. The concept of Designers Fair is Innovate in India and Make in India. Shri Bhasin stated that the Designers definitely have a great future in India. Shri Bhasin concluded by stating that "If you live in dreams, you live in future" and urged the industry to keep innovating.

Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE stated that the Designers Fair is part of the Leather Week programme organized in Chennai and everyone has joined hands to make the Leather Week successful. The Leather Week comprises of India International Leather Fair (IILF) as well, with the participation of 460 exhibitors from more than 25 countries. Stating that IILF will grow further with the addition of more space in 2018, Shri Ahmed predicted a substantial growth for Designers Fair as well. Shri Ahmed stated that as the Leather Industry has been recognized as a Focus Sector under Make in India, the industry offers potential for growth on various fronts like exports, tapping domestic market, investment etc.,



Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE

Shri Israr Ahmed, Regional Chairman (South), CLE stated that the Designers Fair 2017 will tremendously benefit the industry, as it focuses on knowledge based concepts namely Sustainability and Innovation. Shri Israr complimented Shri Naresh Bhasin for his great efforts in organizing the fair.



Shri Israr Ahmed, Regional Chairman (South), CLE

Dr. B. Chandrasekaran, Director, CLRI spoke about the XXXIV IULTCS meet scheduled to be held in Chennai during Feb.5-7, 2017. Stating that CLRI started the trend development initiative 25 years back modestly by participating in the Modeurop and India has now become a major player in Modeurop Congress. Director, CLRI cited the Design Development initiative of CLRI by stating that Dr. T. Ramasami, former Director, CLRI was instrumental in starting the CAD studio in CLRI 322 years ago. Predicting that India will be a leader in Designing Products in the next 10 years, Dr. Chandrasekaran stated that CLRI is trying to establish a Design Center of Excellence with the financial support of the Government by roping-in the expertise of Design Institutions and Industry. Briefing about IULTCS Congress, Dr. B. Chandrasekaran stated that about 600 delegates will deliberate on various technical topics.



Dr. B. Chandrasekaran, Director, CLRI

Shri R. Ramesh Kumar, Executive Director, Council for Leather Exports stated that Designers Fair is an important event in the fair calendar. The basis for this event is the Make in India workshop held in New Delhi on Dec. 29, 2014 wherein Hon'ble Prime Minister desired to select the sectors which have the potential for growth and employment generation. The Hon'ble Commerce and Industry Minister had selected Gems & Jewellery and Leather Sectors among 30 sectors as Focus Sectors under Make in India. The Government of India has extended financial assistance not only for the 2017 edition but also for the next year, which shows the focus of the Government for Design Development.



Shri R. Ramesh Kumar, Executive Director, CLE

Dr. T. Ramasami, former Director CLRI and President, XXXIV IULTCS Congress stated that the leather industry has transformed from Rs.400 crore export to Rs.40,000 crore export due to its sustained developmental efforts. Dr. Ramasami stated that CLRI had played its important role in Design Development by showcasing the Design Trends through its Theme Pavilion. Briefing about IULTCS, Dr. Ramasami stated that this is a century old organization. The first IULTCS Congress in India was held in Chennai during 1999 and the 2nd Congress is now held during 2017. Stressing that technology should be seen as a valuable weapon by the industry, Dr. Ramasami urged the industry to make optimum use of technological solutions.



Journalists at the Press Meet



Dr. T. Ramasami, former Director CLRI and President, XXXIV IULTCS Congress

Thereafter, the Question & Answer session was held with the journalists

Question : What is the impact of Designers Fair on product development in India ?

Shri Mukhtarul Amin, Chairman, CLE : Many Indian exporters have started displaying the products developed through the Designers who had taken part in the 1st edition of the Designers Fair. This will grow in the coming years.



Shri Mukhtarul Amin, Chairman, CLE

Question : Are leather companies setting up own Design Studios ?

Shri Naresh Bhasin, Chairman, Task Force on Design : As far as Designers are concerned, they will help in developing innovative designs. Some of the big companies are having Design Studios and such companies are also entering into collaboration with Designers on long term basis. This concept will be emulated by other companies also, as lot of companies are now in touch with the Designers.



Shri Naresh Bhasin, Chairman, Task Force on Design

Shri Israr Ahmed, Regional Chairman (South), CLE : The important thing in the Designers Fair is the exposure to not only manufacturers but also to local (Indian) Designers. The industry is looking at setting-up of SPV for establishment of Design Studios.

Question : Is any incentive provided to the Designers ?

Shri Mukhtarul Amin, Chairman, CLE : The Government of India has provided financial assistance for organizing this Designers Fair but the grant is not provided for buying designs.

Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE stated that due to recession in our traditional market of European Union, the overall exports from the Indian leather sector went down by 9.87% in last year but the decline has reduced this year. Exports to USA and Russia are picking-up

Question : What about penetration in new markets.

Shri Mukhtarul Amin, Chairman, CLE : CLE is organizing two important programmes in New Delhi One is the Seminar with the officials of African Embassies scheduled on Feb. 14, 2017 and the other is for the Russian market.

Question : What is the impact of Demonetisation on leather industry ?

Shri Mukhtarul Amin, Chairman, CLE : De-monetisation has caused short term problems for the industry particularly in payment for procurement of raw materials and payment of wages but it is good in the long run. This bold initiative of our Hon'ble Prime Minister has to be welcomed. Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE stated that though the industry faced problems in November when demonetization was announced, the situation has improved in December itself.



Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE

Thereafter, Shri Mukhtarul Amin, Chairman, CLE and Shri P.R.Aqeel Ahmed, Vice- Chairman, CLE gave interviews to the Electronic Media.



Introductory Meeting with Designers, 3.00 pm, January 31, 2017

Welcoming the Designers, Shri Naresh Bhasin, Chairman, Task Force on Design stated that he is happy to see many familiar faces among Designers and stated that 17 designers who participated in the last year, are back again this year. Tracing the background of the fair Shri Bhasin stated that this fair is organized as a Make in India initiative and has been categorized as the largest congregation of Designers by World Footwear Forum. Shri Bhasin stated that the first edition of the fair ended on a highly successful note and every dollar spent on this fair was worthwhile.

Reiterating the slogan Innovate in India and Make in India, Shri Bhasin requested the Designers to play an important role in the Design Development efforts of the Indian leather industry and stated that with their help, India can become an Innovative Hub. Stating that hopes and expectations are there on both sides i.e. among Designers and among manufacturers and exporters who are visiting the fair, Shri Bhasin stated that most of the Designers live in glory but India is a land of fortune and opportunity. After the fair, the Designers have to dream bigger, about greater prospects that India can offer.

Shri Mukhtarul Amin, Chairman, CLE began his speech by welcoming the Designers to Chennai, which is the Mecca of the Indian leather industry. Stating that the Indian leather industry is moving to the next phase and factories are getting bigger, the industry is looking at moving-up the value chain by developing innovative designs and brands. Expressing happiness that many designers who participated last year have come again, Shri Amin requested that the Designers also need to suggest appropriate buyers for the Designed products.

Mr. Antonio Munar, Design Director, Europe stated that Designer's Fair is CLE's Big effort and this year's edition is going to be even more successful. Mr. Munar stated that the Designers are not only bringing their fashions but will also help the industry to develop the Designs.



Designers at Introductory Meet

Ms. Karen Giberson, Design Director, USA stated that last year's fair has exceeded expectations, not only in terms of selling designs but also in collaborations with Indian companies. As the US buyers are looking for alternate sourcing companies, the Indian leather industry has to seize this opportunity and penetrate the US market with innovative designs.



Dignitaries at the Introductory Meeting

Inauguration of the fair

The Fair was inaugurated by Shri Mukhtarul Amin, Chairman, CLE at 9.30 a.m. on February 1, 2017.



Shri Mukhtarul Amin, Chairman, CLE lighting the lamp



Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE



Shri Naresh Bhasin, Chairman, Task Force on Design, CLE



Dr. B. Chandrasekaran, Director, CLRI and Shri Israr Ahmed, Regional Chairman (South), CLE



Shri Nari Kalwani, Member, COA, CLE and Shri Subash Kapoor, former Vice- Chairman, CLE

After lighting of lamp, the dignitaries also spoke about the significance of the Designer Fair and the opportunity it offers for Design Development. The fair catalogue was also released during this occasion by Shri Mukhtarul Amin, Chairman, CLE.



Shri Mukhtarul Amin, Chairman, CLE releasing the fair catalogue



Shri Naresh Bhasin, Chairman, Task Force on Design speaking at inauguration



Shri Mukhtarul Amin, Chairman, CLE speaking at the inauguration



Shri Israr Ahmed, Regional Chairman (South), CLE



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



Shri Puran Dawar, Regional Chairman (North), CLE



Shri Subash Kapoor, former Vice- Chairman, CLE



Ms. Karen Giberson, Design Director, USA



Mr. Antonio Munar, Design Director, Europe

Visit of Chairman, CLE to the fair



Business Meetings in the fair





Valedictory Function of Designers Fair

Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE presided over the valedictory function of the event held at 5.00 pm on Feb. 3, 2017. Dr. B. Chandrasekaran, Director, CLRI also took part in the event as Guest of Honour. The dignitaries presented the Design and Modeurop awards of CLE as well as mementos to the Designers in this event.

Speaking on the occasion, Shri P.R. Aqeel Ahmed, Vice-Chairman, CLE stated that the Designers Fair is a major initiative under Make in India. The 2nd edition of the fair has ended on a very successful note with the participation of more number of Designers (38 as against 29 last year), more number of visitors (375 as against 300 last year) and more business meetings (1200 this year as against 1113 last year). Shri Ahmed expressed his appreciation to the support given by overseas designers for the success of the event.

Shri P.R. Aqeel Ahmed, Vice- Chairman, CLE speaking at valedictory function

Dr. B. Chandrasekaran, Director, CLRI stated that this event and the forthcoming IULTCS are fine examples of Industry – Institution co-operation, for the overall development of the industry.



The Design Directors from USA and Europe also spoke at the occasion.



*Shri Md. Sadiq, Senior Principal Scientist, CLRI
compeering the valedictory event*



Ms. Karen Giberson, Design Director, USA



Mr. Antonio Munar, Design Director, Europe

Mementos to Designers



Designers from USA



Designers from Italy



Designers from Russia



Designers from France



Designer from Portugal



Designers/Institutions from India

Presentation of Design and Modeurop Awards





The Designers Fair has now become a regular feature in the global trade fair calendar for the leather industry. The Council will soon begin the preparations for the next edition scheduled at Feb. 1-3, 2018 in Chennai.



*Think Leather
Think India*