



Denim is a much-favoured revolutionary fabric, spreading its flavour across India. The retail revolution in the country is fuelling the growth of the denim fabric, taking it to tier I, II, III towns and cities. Consumers have begun to understand that denim offers value for money—along with fashion and style quotient—while maintaining versatility in the products. Denim is becoming a staple product for every wardrobe, despite India having one of the lowest per capita consumptions in the world that offers far more opportunities. The denim industry in India is managing healthy growth rate of 15-18 per cent, per annum.

# THE DENIM DISCOURSE

Bindu Gopal Rao profiles some of the popular denim brands in the market, today.

## SPYKAR JEANS

Established in 1992, Spykar has evolved from a leading fashion jeans wear brand and a dominant player in the Indian denim industry to a lifestyle brand. Spykar is a brand that resonates with the youth and their aspirations. The brand, at every point, epitomises global fashion and is a beacon of effortless style. Spykar is a part of the Metdist Group, a diversified portfolio of companies promoted by Lord Bagri. Recently, the brand has undergone a logo change. The new logo represents a more fluid, dynamic and contemporary position of the brand. Evolved from the 'Boomerang' that served as an identity for all these years, the new symbol talks about the 'Flight of Freedom'. The unique selling proposition of the brand remains to offer fashion denims in a premium quality for the price with a wide reach across India. Spykar is now focusing on Tier II and Tier III cities, as well. Their recent Athleisure line is for the millennial women who effortlessly transcends between fitness, work and casual or social occasions. It is a fashion line that features extremely lightweight and specialised denim fabrics in Knit, Tencel and Satin—materials that are extremely supple and comfortable and equally stylish. They provide support and flexibility for easy movement and can be worn for a heavy workout on the yoga mat as well as on the dance floor, on a night out. This Athleisure bottom wear fit is called Athlena and comes with complimentary Athleisure top wear in denim, knits and woven.

## STRANO JEANS

Started in July, 2016, Strano Jeans are former manufacturers of menswear who have ventured into this growing lifestyle sector. After doing the ground work from February, 2016, the brand was launched at the last National Garment Fair as the platform was considered the best by the company to launch the brand. "As we trace our history back by two decades—to 1998—



Slazer has been serving major parts of the country sincerely with ever-increasing dedication and devotion. We owe our success to the customers; and thus, believe in nurturing and nourishing our relationships with all our existing customers, as well as the new customers yet to come. Along with formal trousers, the fashion-savvy youth in India desires more denim in their wardrobe—all thanks to the constantly changing trends. This is where Strano gains ground. The Indian fabric and the Italian design creates the desired balance between classy and popular design, thus catering high-end jeans to the mass audience," says co-founder, Dhiraj Patel. Mr Patel has been into



@Nandan Denims



@Focus Jeans

the business since 1998 and has achieved great success after establishing Slazer. The brand's DNA is made up of two key elements—quality and fashion. The prime motto of the brand will be to serve the masses, keeping not only the latest trends but also the quality factor at the forefront. Considering the latest fashion and best possible quality, the brand desires to serve the customers who prefer premium products as well as moderate products, without letting the essence of the classic denim fade away.

**NANDAN DENIMS**

Nandan Denim Ltd is India's second-largest and world's fifth-largest denim fabric company having the current operational capacity of 99 million metre per annum (MMPA). The company forayed into denim in 2004 with six million metres per annum (MMPA capacity) and gradually kept expanding. Post the current expansion, the company's capacity is expected to grow to 110 MMPA. Nandan Denim Ltd is a part of the Chiripal Group, a leading conglomerate established back in 1972. A priority is fabric innovation and the company has set up an in-house creative design studio and product development cell. This design studio is managed by a team of designers and technocrats from India's premier art and design, textiles and technology learning and research institutions. The cell's continual focus is on new market trends, fashion and product requirements meeting customers' needs to have a larger share in the sales pie. Nandan Denim explores and innovates products that are forward looking and binding us to different apparel brands. The company strategy is to have a portfolio of hybrid brands, straddling across consumer segments and price points. Trendy colour options, stretchable fabric and printed denim are currently in demand. Keen to explore uncharted waters, Nandan Denim plans to create a portfolio of hybrid brands straddling across consumer segments and price points.

**FOCUS JEANS**

Focus Jeans were launched over a decade ago with a passion for an inimitable style, a superlative finish, and perfect class. From humble beginnings, the brand is now present in more than 2,500 outlets across multiple states. Focus Jeans is, today, seen not only as one of the most contemporary and stylish brands but is on par with international brands and delivers better value for money. "We aspire to dress up today's women—the young, as well as the young at heart. Our customers are largely in the age group of 18-36 years old, but are more concentrated between the age group of 22-32 years. They are both, brand image and quality-conscious. They are in tune with the latest trends and seek good value for money. We have more than 100 different styles, shades and fits—to cater to each and every need and taste of a woman. Our entire range is classified into eight different categories as per style and price segments. They are classified as: Classics, TrueBlues, Premium, Vogue, Designer Jeans, Exclusive Jeans, Jeggings, Cottons, Capris and more," says Yogesh C Kuruba, Proprietor, Focus Jeans. Focus launches a new collection every season that captures the flavour of the season and the rising new trends.



KLIX ARE BIGGEST SUPPLIERS TO ONE OF THE LARGEST MEN'S WEAR CHAIN OF STORES ACROSS UAE, KUWAIT, BAHRAIN, QATAR AND OMAN.

**DEAL JEANS**

Deal Jeans is a fast fashion women's western wear brand that believes in empowering every woman's personality with their clothing, making her much more attractive than the rest of the crowd. Deal Jeans has won the prestigious "National Industrial Excellence Award & Quality Brand India, 2016-2020" and has been crowned as "The Brand of the Year Women's Western Wear 2014-2015". The brand transforms the values of positivity, freshness and authenticity into beautiful attires and creates new trends for the world of fashion. It caters to women from 18 years to 35 years of age and girls from six years to 16 years who are mainly fashion seekers with a lot of style, attitude and flair. Currently, the brand has a pan India presence in about 1,200 plus MBOs along with 123 large format stores, four EBOs and all the leading online portals. Deal Jeans believes in giving its selective target group a piece of what they truly desire. The brand strives to offer its audiences fashion, with style and comfort clubbed together. The company is positioned in the bridge casual bracket with designer denims and casual chic tops. Excellent fits and vivacious international style adds to its perfection. Fits available in denim include mid-rise skinny, high rise, tapered, flair

bottom. "We, at Deal Jeans, consider ourselves as one of the leading fashion apparel brands with an exclusive positioning in the high fashion space," says Sameer Patel, Chairman and Founder of Deal Jeans.

**KLIX JEANS**

Vinita Synthetic Industries Pvt Ltd began in 1988. The brand has been connected with textiles for four generations. The company has established a niche market for its textile products in India. The company has been awarded with a star export status by the Government of India. Vinita Synthetic Industries made its foray into the manufacture and the export of the bottom wear in the year of 2000. The objectives were well-defined for the team, that is 'to make quality products and ensure customer satisfaction, as a result, the products are present inside the popular malls throughout the UAE, Kuwait, Saudi Arabia, Sri Lanka, Oman, Qatar, Bahrain, Morocco, Muscat and India. KLIX is available in over 600 MBOs and in various large format stores across the length and breadth of India. KLIX are the biggest suppliers to one of the largest men's wear chain of stores across UAE, Kuwait, Bahrain, Qatar and Oman. They have a brand presence in Sri Lanka in 16 stores in the shop format. "Our core strength being product development and design inputs supported by the in-house studio and our vertically integrated state of the art manufacturing facilities," says Ankur Gadia, Director, Klix Jeans. "Our wide range of men's core, fashion jeans and casual trousers are highly appreciated for their washes and fits." ■